

## The Shop That Alice Built

Having problems finding the perfect gift for a special friend's birthday, wedding or baby shower? How about a Halloween treat or an early Christmas present? If this is your dilemma, then The Women's Hospital Gift Shop is the place for you.

In a shop that once only catered to parents and families of newborn babies, one can now find a wide variety of interesting merchandise for every occasion. One reason for this is the outstanding service of Gift Shop Chairperson Alice Maddox. Alice has been volunteering her time, talents and energy to The Women's Hospital since September 1991. "My feeling about the Gift Shop is that it is important to keep the merchandise new and changing all the time," she said. "This keeps the hospital staff curious and frequently coming by to see what's new."

In addition to offering baby items, the Gift Shop now caters to the hospital staff through its new Gift Line and Women's Hospital logo items such as jackets, ball caps and sweat-shirts. Alice and her co-workers try to order different merchandise all the time, which keeps the Gift Shop full of surprises. Because Alice makes most of her vendor contacts through trade shows, she has the opportunity to experience and create plenty of new ideas for the Gift Shop.

Alice has prior experience as both a hospital volunteer and a retail buyer. She volunteered for three years at the Chicago Maternity Center in Illinois. After moving to Charlotte, Alice operated her own retail shop. When she came to Greensboro, an ad in the newspaper asking for volunteers for The Women's Hospital sounded like the perfect chance to establish new friendships and contribute to the community. By February 1992, Alice became Gift Shop Chairperson and helped make a smooth transition from the first floor to the larger ground floor location. Since then, the Gift Shop has done nothing but grow and expand its product line.

Ann Warmath, Director of Volunteer Services and Patient Relations, is very pleased with the Gift Shop's performance and is grateful to Alice for her help. "Largely because of the contributions of the Gift Shop, the Women's Hospital Auxiliary is able to donate generously to The Women's Hospital. We could not make it without Alice," said Ann.

During the shop's last fiscal year (June 1-May 31), the Gift Shop achieved a record \$60,000 in gross sales. As a result, the shop's



profits were used to contribute \$22,000 for the purchase of new Women's Hospital equipment and \$10,000 for nursing scholarships to four local Universities. Alice is already eager to surpass that record next fiscal year.

Alice's generous efforts are definitely a big factor in the Gift Shop's success. Last year alone, Alice donated over 1,000 hours of her time to the hospital. With three days a week spent at the Gift Shop and numerous hours of volunteer work done at home, Alice is very committed to The Women's Hospital. She is also a member of the North Carolina Association of Hospital Gift Shop Managers and was recently asked to help write its by-laws.

When asked what volunteering at The Women's Hospital means to her, Alice explained, "I came here because I did not know many people. Volunteering provided the opportunity to meet and work with a number of wonderful new friends," she said.

"The staff here is so friendly," added Alice. "They work overtime just getting to know the volunteers. I've never been in a hospital like this before."

Just as The Women's Hospital means a lot to Alice Maddox, she means a lot to her fellow volunteers as well. Jane Armentrout, a Gift Shop volunteer, explained, "We are amateurs by comparison to her expertise." Mabel Tisdale, another volunteer, had this to say about Alice: "She really knows her business. She is very cooperative and asks for our suggestions. She has the best interests of the Gift Shop at heart and does all she can to make it a success." ■

**"Largely because of the contributions of the Gift Shop, the Women's Hospital Auxiliary is able to donate generously to The Women's Hospital. We could not make it without Alice."**  
**— Ann Warmath, Director, Volunteer Services and Patient Relations**

## Employee Assistance Program Provides Help And Direction

Depression, financial concerns, legal problems, anxiety — we all experience some type of personal problem every now and then. While most of our problems can be solved without seriously affecting our health or our job, sometimes we need to talk to another person, someone who can listen objectively and direct us to the appropriate assistance.

Employees and immediate family members of The Moses H. Cone Group of Health Care Services have access to the Employee Assistance Program, which provides on- and off-site assessment, referral and education to those seeking guidance on a confidential basis. The EAP has been operated by Frank Horton and Associates for two years. Since that time, approximately 250 employees of The Moses H. Cone Group of Health Care Services have contacted the EAP and received help. "Most of the time, people come in with personal issues that they're feeling stuck with," said Mr. Horton. "Our goal is to help them define the problem and ultimately resolve the problem."

The following testimony is from a Women's Hospital employee who has used the EAP. To protect confidentiality, the employee is not named.

*"I used the Employee Assistance Program as a source of direction, since I am a single, professional "workaholic." As a woman, when you go through college your focus is on work, career, success. In my job, I have moved around many times, and each time I*

*have concentrated on furthering my career. As a result, I did not know how to "allow" myself to do anything other than work. This pattern continued when I came to The Women's Hospital. It's easiest to do what comes natural, so when I had free time, I worked.*

*Using the EAP was simple — I called their number and made an appointment to talk with them, and they in turn referred me to an outside source of help. Initially, I was nervous about talking to anyone. I absolutely did not want anyone to know. But once I got there, I was assured complete confidentiality, and was never made to feel embarrassed.*

*Through the EAP, I have learned how to break away from the pattern of constantly working. I think the Employee Assistance Program is a great program. It is one of the best benefits offered by the hospital, and I know from past places of employment that not every business offers a program such as this one. The EAP definitely gets a high recommendation from me."*

Any employee of The Moses H. Cone Group of Health Care Services may contact the Employee Assistance Program 24 hours a day, seven days a week, by calling 691-1100 or, if outside the Greensboro calling area, 1-800-326-3864. There is no charge to employees or to immediate family members for services provided by the EAP counselors. ■

✓ Divorce ✓ Alcohol  
✓ Drugs ✓ Kids  
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✓ Grief ✓ Money  
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A Dozen  
Good Reasons  
To Call Us!

691-1100  
or  
800-326-3864

"Most of the time, people come in with personal issues that they're feeling stuck with. Our goal is to help them define the problem and ultimately resolve the problem."

— Frank Horton,  
Employee Assistance  
Program

## Making Rounds

**Department: Maternity Admissions**

**Reported by: Helen Snead/Ollie Hawkins**

Welcome to new employees **Carol Johnson**, Relief NT II; and **Carl Allen**, PAC.

**Gail Lott**, RN, passed the Trauma Nurse Core Course — congratulations Gail!

The following employees were promoted to RN III-B:

**Shirley King**, **Gail Lott** and **Katherine Schorr**.

Welcome back to **Connie Pugh**, RN, who switched from relief to full-time.

Congratulations to **Katherine Schorr**, who had a baby girl on July 7, 1993, weighing eight pounds, five ounces.

**Department: Materials Management**

**Reported by: Lesia Ireland**

Please welcome new employee **Michael Holden**, Inventory Control Clerk.

**Department: Admissions**

**Reported by: Dallita Reid**

Congratulations to new mom **Melanie Comito**, Admitting Representative, who had a baby girl on June 10, 1993.

The following employees are recent transfers: **Kim Warren**,

Admitting Representative, from full-time to part-time on weekends; and **Jamane Huntley**, Admitting Representative, from second shift to first shift in Outpatient Admitting.

**Carole Ashby**, Admitting Representative, has accepted a full-time teaching position and will be working as relief for the Admitting Department.

**Department: Communications**

**Reported by: Barbara Davis**

Congratulations to **Christine Stewart**, PBX Operator, who had a baby girl.

**Department: ICU/PACU**

**Reported by: Linda Lewis**

We welcome **Sue Drinkard**, RN, who has been working with us for the past few weeks. It's always nice to see new faces! Sue has worked in several areas at Women's, so we're happy to have her choose PACU/ICU.

**Annette Teague**, NA, completed the Associate Degree Nursing Program at GTCC. She graduated July 1, and has been accepted in to the Nurse Intern Program at Moses Cone Hospital — congratulations Annette!

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## Only A Grandmother's Love...



▲ 1

It's a typical busy morning at the Matthews' household. As Peggy gets ready for her day at The Women's Hospital, she is interrupted by Shannon. "Can I borrow your purple T-shirt, please?" asks Shannon.

"Yes, only if you wash it before you return it," replies Peggy. Sound like a mother and daughter scenario? Well, not really...Peggy is Shannon's grandmother. In addition to her career role as the Director of the Women's Education Center here at The Women's Hospital, Peggy is also experiencing motherhood again.

Peggy and Sam Matthews began to care for their grandchild, Shannon, when she was only 15 months old. The transition was not easy for the Matthews family. Peggy recalled, "We had to sacrifice a lot in both time and lifestyle." Peggy and Sam knew that raising Shannon was going to change their lives. "We had to decide what was important," Peggy said. "We had to consider how our careers and our marriage would be affected. We made it work with the help of social and psychological support from our church, family and friends," she said, and added that Shannon's father has always helped the Matthews' by playing a supportive, active role in Shannon's life.

Peggy has fond memories of Shannon growing up. When Shannon was only two, she recalled a difficult bedtime one night. "Shannon would not go to sleep. She was sitting up in bed screaming about a 'puppy snake' in the hall. Sam and I couldn't understand what she meant — until we realized that the 'puppy snake' was only the new stuffed draft blocker under the front door!"

Since Shannon was five, the Matthews' have visited a local restaurant every Friday night for



▲ 2

dinner. An outgoing child, Shannon would always stand up in her booth and wave to the pizza chefs in the kitchen. "Shannon has made many friends at the restaurant — going there with her is a very special time," said Peggy.

Shannon, now 11 years old, is "very much a people person who is sensitive to the feelings of others," described Peggy. She shows strong leadership skills, especially in her newest project — establishing a Friend Club. Shannon developed this club on her own so that girls from the second, third and fourth grades of her school could get together.

While many grandparents and their grandchildren become close through the years, Peggy and Shannon share a bond that most grandparents do not get to experience. Peggy explained, "We have special times together — like a girl's night out, or just watching movies together." Because Peggy and her husband have already raised two daughters, raising Shannon often brings back memories. "There's nothing like the sound of little girls playing and giggling in the house again," she said.

Looking back on her decision, Peggy regards the rewards of raising Shannon as priceless. "I wouldn't give it up for the world," she said.

Marcia Thomas, a Personnel Assistant for The Women's Hospital, is experiencing the younger range of the age spectrum. Marcia is raising her 18-month-old grandson, Novian.

Marcia began to care for Novian during the week so her daughter Noni could continue her studies in Physical Therapy at the University of North Carolina at Chapel Hill. "Noni is an excellent student," said Marcia proudly. "I know that I'm helping to raise the baby so he will have a good future. Without her degree, my

*(Continued on page 4)*

◀ 1

Peggy Matthews, with granddaughter Shannon.

◀ 2

Marcia Thomas shares a quiet moment with grandson, Novian.

**Mark your calendar:**

Flu shots will be available through Employee Health during October 11-15. Watch for posters on available times!

## Claim Forms Shouldn't Add Insult To Injury

You're not feeling well, so you visit the doctor's office. The doctor orders tests and writes you a prescription. You stop to get the prescription filled and return home. A week later, you receive the doctor's bill and a separate bill from the laboratory that ran the tests. You know you're enrolled in The Moses H. Cone Group Health Plan, but how do you file a claim for all of these expenses?

When you receive bills from your physician, hospital or laboratory or have receipts for prescription drugs, be sure to file a Health Benefit Claim Form. When you do, be sure to attach the statements and receipts and make a copy for your records.

### *Where do you get claim forms?*

Health Benefit Claim Forms are available in the Personnel office at The Women's Hospital. They are also available at the hospital switchboard on the ground floor for second and third shift employees.

### *How many claim forms do you need?*

You only need one claim form for yourself or each dependent, child or spouse who has incurred a medical expense. Even when you have more than one bill, statement or prescription, if it's for only one person, you may attach them to one claim form.

### *How do you complete the claim form?*

The Health Benefits Claim Form has two sides,

numbered page 1 and page 2. You must complete page 1, and you and your physician must complete page 2. Pay close attention to items 21, 22 and 23 on page 1 because these are the signature sections that authorize the review and payment of the claim. If the hospital, lab, etc., has given you its own insurance statement, then you only need to fill out the yellow highlighted sections on page 1 and attach the statements. If the claim form isn't completed properly or if the information provided is incorrect, it may take longer to process your claim.

### *What happens next?*

Mail the claim form and attachments to McDonough Caperton Benefit Services, our health plan administrator. The company's address is at the top of each claim form. You may also use the preaddressed envelopes which are available at the same locations as the claim form. McDonough Caperton will review the claim and the attached statement for coverage eligibility in our plan and process payments if appropriate. The company will later notify you with an Explanation of Benefits (EOB).

*This health plan article is the first in a series of three. Watch for the September/October issue of the Viewpoint for information on how to read your EOB. ■*

## Only A Grandmother's Love...

*(Continued from page 3)*

daughter won't be able to provide Novian with a good life," she said.

Taking care of Novian has not been easy. Marcia has to wake up an hour earlier to take Novian to day care. Rarely does she get a full night's sleep. And there are the diaper bills, the extra milk, and of course the toys that go along with raising a baby.

The Thomas family has learned to work together to raise Novian. "My youngest son, Sharif, is pretty much self-sufficient, so he helps out the best that he can. My husband, Gilbert, is also very helpful and Novian is very attached to him," said Marcia.

Noni works on campus during the week to help ease the financial strain of raising her baby, coming home every weekend to care for Novian.

Marcia has found that raising Novian takes a

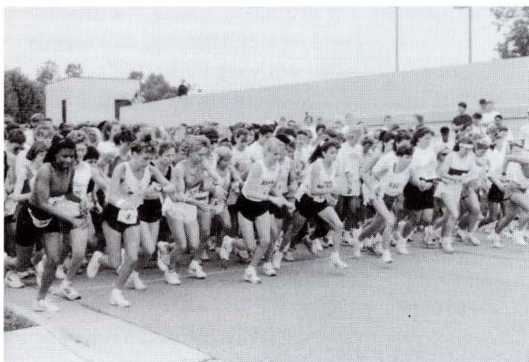
large amount of patience. "You have a little person who needs you 110 percent of the time, and often you have to recall your teaching skills - for example, teaching Novian the difference between right and wrong," she said.

Is all of this sacrifice worth it? "Yes!" said Marcia. "All of the love from the baby makes it worthwhile. He is a joyful, happy child. When he smiles, I forget all about the bad things."

Both Peggy and Marcia have made huge personal sacrifices to raise their grandchildren. Both have gained priceless memories and experiences. And both feel if they had to do it all over again, they would.

For Marcia, it all seems worth it when little Novian tries his best to brighten her day. "If I am feeling down, Novian will come up to me and give me a big hug and a kiss." Marcia added with a sparkle in her eye, "That's what it's all about." ■

## Women's Only Run/Walk Raises \$3,520



▲ Helen Sullivan, Director of Radiology, receives a check from Mack McClellan and Judy Dockery, co-sponsors of the Women's Only Run/Walk. Proceeds from the run will go toward a mammography scholarship fund at the Breast and Ultrasound Imaging Center.

The Second Annual Women's Only Run/Walk, held June 5 at The Women's Hospital, drew 453 participants. The proceeds of the event — \$3,520 — went to a mammography scholarship fund at The Breast and Ultrasound Imaging Center at The Women's Hospital. This fund enables women who are uninsured or ineligible for Medicaid to receive a free mammogram. All mammogram scholarship slots for this year's funds are currently filled, and we have a waiting list for the 1994 funds.

Last year's proceeds of \$2,653 provided scholarships for approximately 50 women. According to Helen Sullivan, Administrative Director of Radiology Services, information on the 51 patients who have to date taken advantage of these scholarships reveals that 10 have a strong history of breast cancer; 37 were first-time screenings; three women had suspicious tumors or lumps and were scheduled to have another test in three to six months; and another had a biopsy which revealed a benign tumor. Only one of the 51 women had breast cancer.

The Women's Only Run/Walk was co-sponsored by The Women's Hospital, Omega Sports, Jogbra, Moving Comfort, Saucony and Freestyle.

## Neighbor Helping Neighbor: Take A Minute And Change A Life

### IMPORTANT DATES AND FACTS TO REMEMBER:

- Our theme is "Going to the Movies."
- September 20 - October 1 - This is the actual United Way Campaign. Screenings will be held these two weeks. Please plan to attend one of these rallies! Prizes are awarded at each screening.
- October 10 - A Silent Auction will be held at the Employee Picnic.
- Our goal this year is \$195,000 (5.5 percent above what we raised last year).
- During the Campaign more than 300 prizes will be given away including: Glamour Shots, a pizza a week for a year, disposable cameras, movie tickets, and of course, PAL hours and parking spaces.

In just 60 seconds, a person's life can drastically change. With the signing of a dotted line, two people can go from being a couple to a family. In just one minute, an injured child can get a second chance through a blood donation, and a battered woman can begin the move to safety in a women's shelter. Sixty seconds is such a short amount of time, yet it can make all the difference in the world in matters of life, death, safety and learning. Without the assistance of the United Way, many people with special and immediate needs would never have the opportunity to have those needs met. In just one minute, we can help change lives through our donations to the United Way and its agencies.

Each year The Women's Hospital of Greensboro participates in the United Way of Greater Greensboro's campaign to raise funds for its many agencies that help people right here in Greensboro. Agencies such as the Children's Home Society, the YMCA and GATE assist thousands in accomplishing what we sometimes take for granted.

The United Way will begin its 1993 campaign with The Moses H. Cone Group of Health Care Services on Wednesday, September 20. This year the hospital's campaign has a movie motif, "At the Movies." Rallies, called "screenings," will be held throughout the campaign period and employees, or "cast members," are encouraged to attend — after all, they are our "stars" in this campaign.

Why is the United Way important? When you donate to the United Way you are reaching out to the community to help those around you in need. As the United Way slogan says, you are a "Neighbor helping neighbor — take a minute and change a life." But the United Way touches all of us — either directly or indirectly many of our friends and colleagues at The Women's Hospital have experienced the benefits of the United Way. Here's what a few of us are saying:

#### **HELEN SNEAD, SPECIALTY MANAGER, MATERNITY ADMISSIONS**

"I support the United Way because of the Triad Health Project. It is a very important cause. The project is concerned with funding AIDS research, which I feel is very essential in trying to find a cure for this terrible disease."

#### **TERRI BURLESON, PERINATAL EDUCATION**

"The United Way does many good things for

parents and children: it helps fund such organizations as the YWCA, which provides recreational opportunities for the family and an opportunity to improve family fitness. And the Family Life Council, through educational classes and a large lending library, provides a wealth of information for families, teens and parents."

#### **JACK SMITH, DIRECTOR, ENVIRONMENTAL SERVICES**

"Last year I had the pleasure of serving as chairperson for our United Way fundraising effort and learned a great deal about this organization. United Way supports activities and programs that in some way touch most ordinary people's lives, but it's the extraordinary who truly benefit. Many programs for our handicapped citizens, functionally impaired adults, victims of abuse, and others with special emergency needs would not be possible without United Way support. This organization is about being a good neighbor as last year's slogan stressed. It is about second chances and it's about providing hope...and it's all about you and me because we're the ones who make it possible!"

#### **MARCI MILES, SECTION SUPERVISOR, BLOOD BANK**

"The Red Cross, a United Way funded agency, supplies us with very special services, such as, specially screened blood for sick babies. These services are crucial to our hospital. Without the Red Cross, we could not provide services that are needed."

#### **JOE DAVIS, SUPERVISOR, MATERIALS MANAGEMENT**

"The United Way helps a lot of people, especially handicapped persons. And the United Way staff gives their hearts and souls to serve the community."

#### **HELEN SULLIVAN, DIRECTOR, RADIOLOGY**

"When my oldest daughter was very young, she began to experience behavioral problems. We didn't know what was wrong, we just couldn't control her. It was a difficult time for my family; my husband had just lost his job through a company lay-off and, in addition, we were having problems with our daughter. We knew that we needed counselling, but could not afford it and did not know where to begin to look for it.

## Neighbor Helping Neighbor...

We eventually turned to the Family Life Council, and through their STEP program we received counselling. With their assistance we discovered that our daughter had an attention deficit disorder — hyperactivity.

At the time we used the Family Life Council, I was not even aware that the agency was a part of the United Way. When we found out that the Family Life Council was supported by the United Way, my husband and I decided that when we “got back on our feet” financially, we would give to the United Way. It really means a lot to know that I can now give back to the agency that helped my family when we needed it.”

### TONY SHELTON, MAIL CLERK/COURIER, COMMUNICATIONS

“I use the YMCA, which is funded by the United Way. It provides me with a great way to fill my leisure time. I personally feel that the YMCA services are a big asset to the community.”

### JIM WHITING, EXECUTIVE VICE PRESIDENT

“When I lived in the Northwestern part of the country, our United Way fundraiser was a fairly successful event. But when I moved to North Carolina and to The Women’s Hospital, I was taken aback at how dedicated people were to helping support the United Way and how important it is to the community.

In my second year here I became more actively involved in the United Way Campaign by volunteering for Committee work. However, I have also become personally involved with the United Way through my family. My son, who is developmentally disabled, used the services provided by Gateway, a United Way-funded agency. If not for the outstanding education my son received from Gateway, my family’s move to North Carolina may not have been possible.

The United Way is a vital part of our community. Through my personal involvement with Gateway, I have seen first-hand how the United Way helps a community take care of its own and develop a sense of pride in accomplishment.”

### PAULA VOSBURG, DIRECTOR, MEDICAL RECORDS

“When I was a chairperson, I learned more about the United Way through visiting agencies. I visited Gateway, and while I was there the staff thanked us for our contributions. When you visit a facility and you see needs being met,

it touches your heart. Because of this, I will continue to give my fair share to support the United Way.”

### EILEEN KERR, DIRECTOR, PUBLIC AFFAIRS

“I have been a United Way Volunteer for more than 10 years, photographing those helped by United Way agencies from all over Central and Piedmont North Carolina — Durham, Chapel Hill, Raleigh, the rolling rural towns in Alamance County and yes, here too in Greensboro.

I have a myriad of images in my mind of friends new and old, fixed in poses for my camera, telling me with their expressions how essential the United Way has been in their lives. Let me share with you just a few of my photos — a few of my friends will get a moment to tell their stories.

Tom is a 24-year-old man with Down’s Syndrome. I met Tom in a bakeshop in Raleigh. Donning a baker’s cap and apron and covered in flour, Tom bakes bread every day in this sheltered workshop partially funded by the United Way. The money he earns lets Tom live in a sheltered living arrangement, on his own for the first time in his life. In my photo, Tom, covered in flour and holding a loaf of bread under his arm, gives the United Way a thumbs up.

Derrick, an energetic nine-year-old, loves the monkey bars. In a church-run playground in Durham, Derrick seems to defy gravity, hanging upside down from the highest perch. Derrick has been abused. Each week, he and his parents attend a special program funded in part by the United Way. While his parents learn effective parenting skills and discuss their issues in a support group setting, Derrick plays with other children in the program, interacting with specially-trained counselors in activities designed to promote a secure and accepting environment. As I raise my camera to photograph Derrick, he hangs a little more precariously, raising his security washcloth to his mouth. Someday, his counselors hope, Derrick will be able to leave that washcloth behind.

Etta Mae is 85 and needs to go to a nearby hospital in Durham weekly for dialysis. Since she cannot drive, she depends on a transportation program partially funded through the United Way to get her to the hospital.

*(Continued on page 8)*

### Did you know:

The United Way supports the YMCA, YWCA, Red Cross, The Triad Health Project, Girl and Boy Scouts and Family Services to name a few.

- Slightly under 90 percent of your donation goes to local programs to meet local needs.
- The United Way fully funds 37 local agencies.
- The United Way also provides venture grants to start new programs.

### Last year, your donation went to meet these local needs:

- 800 children received day care
  - 112 Alzheimer patients received special day care
  - 900 children received help from tutors
  - 225 people who have the Sickle Cell trait received support
  - 345 children who have multiple handicaps received help
  - 971 victims of domestic violence received help
  - 35,000 Guilford County residents received AIDS Risk Reduction Education
- Your gift helps to meet the needs of your community. Please support your local community by supporting the United Way.

**"The United Way is a vital part of our community. Through my personal involvement with Gateway, I have seen first-hand how the United Way helps a community take care of its own and develop a sense of pride in accomplishment."**

**— Jim Whiting,  
Executive Vice President**

## Neighbor Helping Neighbor...

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When I was making plans to photograph Etta Mae, we discussed the date and time and I told her to wear what she normally wears for her treatment. The day for the photo shoot was bright and sunny, and as I pulled up to Etta Mae's house, she was out on the porch waiting for me. Dressed in the green sequined evening gown she wore to her daughter's wedding and wearing a huge white corsage her daughter had made her, Etta Mae was ready for her portrait. This was her way of saying "Thank-you."

In Greensboro — through the United Way, you do the same. You see, I got it straight from my

friend "Willie" at the Salvation Army in my last photo shoot this summer. Willie, a U.S. veteran, has been on the road for many years. As he gets older, he seems to be slowing down a bit, and the Salvation Army gives Willie not only his meals but a roof over his head until he's back on his feet. In his photo, Willie, his long gray hair tied behind with a piece of rawhide and his blue eyes sparkling, tells his friends about his service to his country.

Through your giving to the United Way, your hand is extended. Though it may seem invisible, it is truly felt. ■

## United Way Agencies Make A Difference



▲ **Through the Children's Home Society, these babies can be placed with loving families.**



▲ **GATE offers transportation and assistance to those who need it.**

*We would like to share with you four local agencies and what they are doing for the community because of your generosity. Names in all testimonials have been changed to protect confidentiality.*

The Children's Home Society provides care to both parents — birth mothers and fathers and adoptive parents. There are two main components to the Children's Home Society's services: pregnancy support and family care services.

The pregnancy support program gives care to young pregnant women 10 years old and up, providing emotional support, prenatal counseling and shelter. This program also teaches parenting skills and vocational options to young couples and single parents.

The family care services component provides homes to children who are being placed for adoption. The service interviews

couples who want to adopt a child and then makes an assessment. It also provides for foster care for children and specialized foster care for HIV positive and crack-addicted children.

The following testimony about Children's Home Society is from Mr. & Mrs. John Smith, who, through adoption, became a family in May 1993.

*"Before we could adopt, we had to go through several interviews with the Children's Home Society," said Mr. Smith. After several months, the Smiths were selected to view a child — Matthew Jon.*

*"After all the interviewing we had been through, we were almost scared to look at Matthew. At this time, we were beginning to think our chances for having a family were next to impossible," Mrs. Smith said. "But when we were able to finally hold Matthew, our fears disappeared."*

### **Greensboro Agency Transportation Express**

This United Way agency is responsible for transporting the elderly and handicapped to important services such as medical care and educational opportunities.

### **Kaleidoscope**

Another program funded through the United Way is Kaleidoscope, which is administered through hospice. Kaleidoscope provides help for terminally-ill children or children grieving over a significant loss. Through funds donated to Kaleidoscope, United Way donors provide home care for children who, under different circumstances, would remain in a hospital bed instead of a bed at home. Donations also help to provide an

## Neighbor Helping Neighbor...



annual camp that gives terminally-ill children a chance to be children again. "A wonderful collaboration of talents and volunteering spirit exists in Greensboro, and helps in creating successful camps," said Ann White, director of Kaleidoscope services.

Kaleidoscope also brings its message of coping with loss and grief to third grade students in Guilford County. In this outreach program, made possible through the United Way, the third graders view and participate in puppet shows where "Aarvy the Aardvark" copes with loss. The children learn, through "Aarvy," valuable coping techniques.

Through donor support, Kaleidoscope also offers a day camp for 9-12 graders on grief. The day camp provides an opportunity for teens to talk about their grief with people their own age, especially children who are grieving over the loss of a loved one. Teens like Bobby and Samantha Greene have taken advantage of Kaleidoscope's services.

*"My father died of cancer of the esophagus when he was 49," said Bobby. "My sister and I knew that his death was coming, but it was still hard to prepare for our father's death," he said. "The day camp was helpful because we were able to talk to other people our age. I still have a lot of pain inside that has not passed, but it is getting better."*

### Young Men's Christian Association

The YMCA provides recreational, social development and educational activities for people of all ages. Pictured above is a group of young people enjoying one of the many after school programs that the YMCA offers. ■

▲ After school programs offered through the YMCA teach cooperation and teamwork.

◀ Hospice organizations such as Kaleidoscope help children cope with illnesses and loss in a fun, supportive environment.



### ***Employee ribbons implemented for co-worker recognition***

We all like to be recognized for a job well done, and recognition is especially nice when it comes from our co-workers. Now Women's Hospital employees have a way to officially say, "Good Job!" to their peers. Employee Recognition Ribbons have been implemented by Becky Hunnicutt, Director of Personnel, who created the program so that the individual and group accomplishments of employees could be recognized by their co-workers. A total of 74 ribbons were presented to employees between January and June. Congratulations to the recipients!

To nominate or person or a group for an Employee Recognition Ribbon, staff can notify the Personnel Office of the employee's accomplishments, such as excelling in sports, charity, school - or employees can be honored for work-related accomplishments. "People are beginning to notice and take note of each other and their accomplishments through this program," said Becky.

### ***Nurse Excellence Award to be presented September 29***

The 13th Annual Nurse Excellence Award will be presented September 29. This award honors nurses at The Moses H. Cone Group of Health Care Services who have demonstrated excellence in practice. This year's award for excellence will be presented to a nurse in leadership as well as in a clinical area.

The theme for this year's celebration will be "Sharing and Caring: Common Threads of Excellence." All registered nurses who have been employed with The Moses H. Cone Group of Health Care Services for two years are eligible for the award. Exceptions are members of the Nurse Excellence Committee and past winners. Nominations of nurses are accepted from all employees.

At this year's celebration Mary Reres, Director of Human Resources Associates in Malibu, California, will be our speaker. Reres has a Masters in Mental Health Nursing, a Ph.D. in Administration from Columbia University, was past president of the American Academy of Nursing, and currently serves on the board of Kizer Health Plan. She has spoken in Japan, Canada and Germany, as well as in the United States. Her areas of expertise include Total Quality Management and nursing empowerment. Her presentation will focus on peers nurturing peers and caring for each other. Please plan on joining us on September 29!

### ***Renewal of accreditation is granted to blood bank and transfusion service***

The Women's Hospital's blood bank and transfusion service has been granted renewal of accreditation by the American Association of Blood Banks (AABB), according to Ella Edwards, Director of Laboratory Services. Accreditation follows an intensive on-site inspection by specially-trained representatives of the Association and establishes that the level of medical, technical and administrative performance within the facility meets or exceeds the standards set by the AABB. By successfully meeting those requirements, The Women's Hospital's Laboratory joins more than 2,000 similar facilities across the United States and abroad that have earned AABB accreditation.

"The AABB's inspection and accreditation procedures are voluntary," said Ella. "The Women's Hospital has sought accreditation because this program assists facilities around the country in achieving excellence by promoting a level of professional and medical expertise that contributes to quality performance."

### ***New AT&T Language Line available for staff and patients***

The Women's Hospital and Moses Cone Hospital have recently subscribed to the AT&T Language Line. This service is designed to close the communication gap between the staff, patients and their family members, providing the hospital with an interpreter to help gather information regarding patients and procedures. Giving the hospital access to at least 140 languages, this new Language Line will serve as a supplement to our existing in-house interpreters and patient and family members.

The charge for this service is \$2.40 per minute, therefore interactions should be brief, but precise. Several employees at both of the hospitals are trained and have access to this service. The following are Women's Hospital employees who can initiate a call to the AT&T Language Line:

Penny Jones — Nursing Administration  
 Terry Osborne — Nursing Administration  
 Denise Shesler — Nursing Administration  
 Margie Alley — Nursing Administration  
 Lori Sickelbaugh — Admitting  
 Leigh Ann Darty — Patient & Family Services

## Newsnotes

### **Two Women's Hospital nurses chosen for The Great 100**

**Susan Mazzella**, Specialty Manager, Central Nursery, and **Pat Stramoski**, Clinical Nurse Specialist, NICU, have been chosen for The Great 100. Each year The Great 100, Inc. recognizes 100 Registered Nurses in North Carolina for nursing excellence. There are 58,000 Registered Nurses in North Carolina — and it is quite an honor to be chosen to be among the Great 100. Congratulations, Susan and Pat!

### **Medical Board officers, members elected**

Moses Cone Hospital has two new chiefs of service for 1993-94. **Robert H. Foreman, M.D.**, is now Chief of Family Practice Service, upon the retirement of **David C. Keller, M.D.** **Charles E. Frederick, M.D.**, is the new Chief of Anesthesia Service, replacing the retiring **Gregory E. Smith, M.D.**

Medical Board officers for 1993-94 are:

- **Clinton D. Young, M.D.**, president
- **Robert M. Wein, M.D.**, president-elect
- **David M. Rubin, M.D.**, vice president
- **Lloyd J. Peterson, M.D.**, secretary

New Medical Board members are **E. Kaye Gable, M.D.**, and **Elizabeth M. Meyerdierks,**

**M.D.** Retiring members are **Prabhakar D. Pendse, M.D.**, and **Edgar W. Little, M.D.**

The hospital's administration and staff welcome the Medical Board's new members and extend their appreciation to retiring members for their many contributions.

### **Safety Counts — Advise patients and visitors without shoes**

You may have seen visitors walking in our facility without shoes, and were probably concerned. Did you know that a hospital policy (in the tan hospital operating policy manual) titled "Proper Clothing" states that all persons in the building must wear shoes? This policy exists to protect everyone's safety and health. The storeroom provides disposable houseshoes for patients. If a patient is in the halls without shoes, please remind her of our policy in a friendly way and escort her to her nursing station where she can receive disposable slippers or to her room where she can put on her own shoes. If you see visitors without shoes, please inform them of our policy and politely ask them to leave, indicating that they are welcome to return with shoes.

If visitors do not comply with your request, call Security at extension 6504, Monday through Friday, 8 am - 5 pm or beeper 060 after hours and on weekends.

## Making Rounds

*(Continued from page 2)*

Several of our staff have been vacationing this summer — **Susan Murray, RN**, at Topsail Island, **Sylvia Royal, NA**, to the Bahamas, and **Ellen Forward, CNC**, to Hilton Head, where she swam with the Dolphins!

#### **Department: Environmental Services**

**Reported by: Dorothy Campbell**

Please welcome **Angie Ruff**, Environmental Services Tech, who works weekends only.

Congratulations to **Willie McDowell**, Environmental Services Tech, who won the Service Plus Award and was the employee of the month for June; and to **Thomas Smith**, Environmental Services Tech, who also won the Service Plus Award and was the employee of the month for July! The Service Plus Award is given in recognition of outstanding service to the department and to The Women's Hospital.

#### **Department: Women's Education Center**

**Reported by: Peggy Matthews**

**Tina Latham**, Secretary, graduated from the University of North Carolina at Greensboro in Marketing/ Management in May 1993 — congratulations, Tina!

#### **Department: Radiology**

**Reported by: Carrie Richards**

Please welcome new employee **Amy Anderson, RT-R**, Ultrasonographer, who works weekends.

Congratulations to **Kellie Browning**, Radiology Assistant, who recently graduated from UNCG with a BA in English!

#### **Department: Employee Health/Infection Control**

**Reported by: Emmaline Stier**

**Debbie Houston**, transferred from the Pharmacy to become

Manager of Infection Control/Employee Health.

#### **Department: Staff Education**

**Reported by: Valeria Pritchett**

It's time to get ready to "Tame the Flame." Inservice will begin Sunday October 3 and will continue October 4, 5, 7 and 9. Come prepared for fun and surprises. Remember the inservices are JCAHO and hospital required. See your manager for the training schedule.

#### **Department: Neonatal Medicine**

**Reported by: Allison DuBuisson**

**Dr. Judith Klarr**, staff neonatologist, began on August 2.

Please welcome Dr. Klarr — she is moving here from Ann Arbor, Michigan.

Congratulations to the following new parents: **Beth Crawley**, Neonatal Nurse Practitioner, a daughter, Kait Elizabeth, born in May; and **Kate Hardy Brown**, Physician's Assistant, a daughter, Eliza Claire, born July 27.

**Marie Stevens**, Neonatal Nurse Practitioner, married Richard Moseley on June 4.

#### **Department: Plant Operations**

**Reported by: Patty Jones**

Welcome the new employees **Jonathan Milgrim**, Mechanic, second shift; and **Glenn McDonald**, Security/Mechanic, third shift.

#### **Department: Operating Room**

**Reported by: Wendy Bass**

Please welcome new employee **Paige Grady**, RN, Staff Nurse; and welcome back to **Trudy Chavis**, CST.

Congratulations to **Wendy Sanders Bass**, CST, who married

*(Continued on page 12)*

### TQM in action

Dear Becky:

On June 3 I placed a written complaint with Julia Stanford in the cafeteria. Julia called the Pharmacy on Friday morning to talk with me. It was my day off, therefore I did not have the opportunity to talk with anyone until Monday.

Mary took the time to allow me to express my feelings and opinions to her. The situation was handled in such a smooth effective way. I was totally impressed. Later in my shift it dawned on me — this is truly the G.R.E.A.T. Program and TQM in action.

The people working on second shift in the cafeteria have been so helpful and friendly to us. Each and every one of them deserves a pat on the back for a job well done.

Every so often we don't mind complaining and fail to give credit where credit is due. I want to correct that. Thank you Julia, and thanks to the great employees you have.

Sara Borrell  
Pharmacy/second shift

## Making Rounds

James Bass on May 2, 1993; and to **Tammy Davis Dyson**, CST, who married Dale Dyson on June 21, 1993.

**Dee Ann Barnes**, CST, became engaged to Ryan Edwards — the couple plans to wed on May 21, 1994.

We are glad to have **Tammy Winfree**, RN, with us — she transferred from Triage to the Operating Room.

**Department: Birthing Suites**

**Reported by: Marilyn Evans**

The following are new employees: **Elaine Alexander**, RN, full-time, day/evening; **Linda Sudnick**, RN, full-time nights; **Mary Gibson**, NT I, full-time nights; **Bernetiae Reed**, RN, 12-hour shift; **Terrie Priestly**, RN, part-time nights; and **Jeanmarie Koonts**, CNS.

**Tiffany Walker**, Unit Secretary, transferred from relief to full-time.

We extend our sympathies to **Susan Hager**, RN, whose father recently passed away.

**Martha Eakes**, RN Level II, wrote a chapter on Maternal Newborn Nursing in the book

*NCLEX-RN 101: How To Pass*, recently published.

**Department: Mother/Baby Unit**

**Reported by: Kathy McPhail**

Please welcome new employees **Bev Brown**, Nursing Secretary; and **Margaret Iorio**, RN.

**Department: Women's Unit**

**Reported by: Cindy Marshall**

Please welcome the following new employees: **Sandra Blake**, RN; and **Marion Henkin**, NT II, a transfer from Cone, who joined us on July 19, 1993.

Congratulations to **Mary Kay Hocking**; **Sandra Gentry**; and **Elizabeth Stanley**; who graduated from UNCG — RNAPP

**Department: Anesthesia**

**Reported by: Fran Tuohy**

Congratulations to employees who had children graduate this May: **Esther Loflin**, Nurse Anesthetist, **Myra Kelly**, Chief CRNA (she does not look old enough for this), **Fran Tuohy**, Nurse Anesthetist (she looks old enough), and **Marilyn Canada** (Schwabenton), Nurse Anesthetist.

The event of the year...the exchange of wedding vows by **Marilyn Canada** and **Bill Schwabenton** took place on May 22, 1993 — Congratulations to both.

**Sam Lecates**, Nurse Anesthetist, tied the knot on June 26 with his special woman, Rachel. What a way to go.

**Cindy Walker**, Nurse Anesthetist, survived Disney World with her crew...Is she really glad to be back at work!

**Department: Personnel**

**Reported by: Marcia Thomas**

**July/August**

Please welcome the following new employees:

**Reginald Washington**; Cafeteria Worker, Dietary Services; **Jeanmarie Koonts**, Clinical Nurse

Specialist, Birthing Suites; **Edward Johnson**, Environmental Services Technician, Environmental Services; **Sherman Bess**, Porter, Dietary Services; **Beverly Brown**, Nursing Secretary, Mother/Baby Unit; **Michael Holden**, Central Supply Tech, Materials Management; **Sandra Blaha**, RN Level II, Medical/Surgical Care; **Jonathan Milgrim**, Mechanic, Plant Operations; **Delores Hovey-Rankin**, Pharmacist, Pharmacy; **Donna Barisich**, RN Level II, Perinatal Education; **Amy Anderson**, Ultrasound Sonographer, Ultrasound/Mammography; **Angeline Brown**, Cafeteria Worker, Dietary Services; **Timothy Moravian**, Food Service Worker, Dietary Services; **Lisa Kramer**, Pharmacist, Pharmacy; **Carl Allen, Jr.**, Physician's Assistant, Maternity Admissions; **Elaine Alexander**, RN Level II, Birthing Suites; **Glenn McDonald**, Security/Mechanic, Plant Operations; **Suzanne Gregory**, RN Level II, NICU; **Jody Hasbrouck**, RN Level II, NICU; **Lydia Eaton**, RN Level II, NICU; **Angie Ruff**, Environmental Services Tech, Environmental Services; **Eric Bachar**, Pharmacist, Pharmacy; **Carol Johnson**, Nursing Technician II, Maternity Admissions; **Margaret Iorio**, RN Level II, Mother/Baby Unit; **Frankie Dawkins**, Environmental Services Technician, Environmental Services; and **Renee Burcham**, RN Level II, NICU.

**July/August**

The following employees have recently received

promotions: **Ellen Forward**, Clinical Nurse Coordinator, PACU/ICU; **Helen Mabe**, Clinical Nurse Coordinator, NICU; **Dallita Reid**, Admitting Representative, Admission Services; **Shirley King**, RN Level III, Maternity Admissions; **Linda Lott**, RN Level III, Maternity Admissions; **Stacy Brackett**, RN Level III, NICU; **Karen Foster**, Phlebotomist IV, Laboratory; and **Katherine Schorr**, RN Level III, Maternity Admissions.

**James R. Whiting**

*Executive Vice President*

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