

Outstanding Employees Receive Recognition

What makes an employee stand out among others? Dedication, excellent customer service and a willingness to help others are key attributes that set apart an exceptional employee.

Three departments at The Women's Hospital regularly recognize employees for outstanding service throughout the year. In January, Environmental Services, Plant Operations and Radiology Departments each named their "1994 Employee of the Year." Winners were honored during the March employee birthday party.

Recipients of these awards demonstrate excellent customer focus by going that extra step to help co-workers, patients and visitors. They show concern and kindness towards others and take pride in their jobs. They are dependable, knowledgeable, and take initiative in their daily activities.

After being named Environmental Services Employee of the Year two years in a row, Dorothy Frost is still modest when asked about this accomplishment. "I just do my job, and I am willing to help out others when they need it," Dorothy said. That willingness to help others is exactly what is meant by the term *customer focus*.

According to Jack Smith, Director of Environmental Services, Dorothy has had perfect attendance for the past two years and worked extremely hard, filling in on the 2nd and 3rd shift and on weekends in addition to working her regular shift. "Environmental Services has only been selecting employees for this award for two years and Dorothy has won both years," said Jack. "She is an excellent worker who is always willing to put in that extra effort."

Each department differs in how they choose their Employee of the Year. In Environmental Services, for example, management chooses an Employee of the Month and then at the end of the year, all of the monthly winners are voted on by their co-workers and management to be named employee of the year. Criteria is based on perfect attendance, comments from other staff members and patients, and participation in special projects. Yearly recipients receive a plaque and a \$50 gift certificate to Four Seasons Mall.

Jonathan Milgrim was chosen by his co-work-

ers as the 1994 Plant Operations Employee of the Year. Winners are elected by co-workers only; management does not vote. Donnie Williams, Director of Plant Operations, pointed out, "Employee of the Year is based on how willing a worker is to go above and beyond their regular duties and on their overall demeanor. It is not a popularity contest." Winners are presented with a plaque at the annual department dinner as well as a free PAL day.

"I feel honored to be voted Employee of the Year. It means a lot to be voted by your co-workers," said Michelle Bullins, 1994 Radiology Employee of the Year recipient. The Radiology department also relies on peer votes to award this recognition, and criteria is based on qualities such as initiative, a positive attitude, willingness to help others and a caring spirit towards patients, their families, co-workers and physicians. Winners receive a plaque, two free movie tickets and a free PAL day.

All Employee of the Year recipients display a customer focused attitude. All are willing to do more than they are asked to do and willing to go that extra mile in helping others. Perhaps Dorothy Frost sums it up best: "It isn't the gifts you get that is important," she said. "It is the fact that your co-workers voted for you and show their appreciation for what you do." ■



▲ Dorothy Frost, 1994 Environmental Services Employee of the Year.



▲ Jonathan Milgrim, 1994 Plant Operations Employee of the Year.



▲ Michelle Bullins, 1994 Radiology Employee of the Year.

Executive Notes

Quality & Efficiency

Patient care activity at The Women's Hospital for the first six months of the 1995 fiscal year is substantially higher than for the same six month period last year. Many departments have achieved volumes above their projected volume: deliveries +6.5 percent; maternity admissions +13 percent; surgery +4 percent; diagnostic X-ray +28 percent; neonatal intensive care unit +8 percent; ultrasound +7.5 percent; the laboratory +10.5 percent and the pharmacy +12.5 percent. Through the first six months of this fiscal year we have handled this increase in volume with only a slight increase in our budgeted expenses — an accomplishment in which our managers and employees can take a great deal of pride.

As we enter a future of declining reimbursements for care, as well as declining lengths of stay, we are becoming increasingly aware of the necessity of controlling our expenses. Our charge over the next few years can be stated simply, but operationally it is quite complicated — to continually improve our quality while making efficiency gains and improving patient satisfaction. In meeting this challenge, we have initiated a number of activities that should bring long-term benefits. Several of these activities are in our Quality Plus Program and are focused upon our system's goals of improving efficiency, customer satisfaction and quality.

This year we have undertaken a very ambitious program for our quality improvement

initiatives. We have authorized eight new teams that are addressing issues that will enable us to meet our goal of continued improvement in the aforementioned areas. Our teams are addressing the following issues:

- Duplicate and/or non-cancelled orders for NICU patients
- Patient satisfaction with meals
- Inappropriate internal calls
- Reducing the number of infant heel sticks for blood drawing
- Systems for the facilitation of 24-hour stays in obstetrics
- A more efficient meeting room scheduling and reservation system
- A 5 percent or greater decrease in non-salary cost in the NICU
- A 5 percent reduction in non-salary cost for vaginal deliveries

Each of our Quality Improvement Teams plays an extremely important role in meeting our goals of continuously improving our efficiency, customer satisfaction and patient care quality.

To a large degree, our future depends upon our success in addressing these important goals. I greatly appreciate the commitment of those who have participated on our Quality Improvement Teams and hope that our entire work force will willingly support this process.

James R. Whiting
Executive Vice President

Donald L. Currier Named Human Resources Vice President

Donald L. Currier has been named Vice President of Human Resources for Moses Cone Health System. He has extensive experience in Human Resources in hospital settings and had recently been working as a consultant for Armstrong County Memorial Hospital in Kittanning, Pennsylvania. Prior to his job in Pennsylvania, Currier was Vice President of Human Resources for Promedica Health Systems Toledo Hospital and Children's Medical Center of Northwest Ohio where he worked for ten years. He holds a B.S. degree from State University of New York and worked at a number of hospitals and medical centers across the U.S. Currier began his new position on May 1st, and his wife and two sons will relocate to Greensboro during the summer.

Safety Tip

To protect our patients, visitors and staff, we have installed keypads on doors throughout the hospital. Please remember this is an effective measure only when we all safeguard the code. Two measures to achieve this are:

- **DO NOT** give out security codes to anyone; if a staff member needs this information, direct him or her to a department manager.
- When entering the code to get into the building, always remember to place your body or free hand in front of the keypad to keep anyone from seeing the code.
- Shields have recently been installed around keypads in selected areas that make it more difficult for someone to see the combination as it is entered.

Lost & Found

Found:

- | | | |
|----------------|--------------------|-------------|
| 1. sweater | 3. wrist watch | 5. overcoat |
| 2. eye glasses | 4. chain & pendant | |
- Call ext. 6504 for information.

Give the Gift of Life

The Women's Hospital will sponsor a Red Cross Blood Drive on Tuesday, May 30th from 12:30 p.m. - 5 p.m. in Classrooms 3 & 4. Recent national crises and natural disasters have heightened our awareness of how important these donations are.

Please take a few minutes to come by and give the gift of life. If you would like to schedule an appointment to donate, please call 574-6532. Appointments, however, are not needed to donate.

The Moses Cone Health System Family Health Forum Was Held March 11th at Four Season's Town Centre



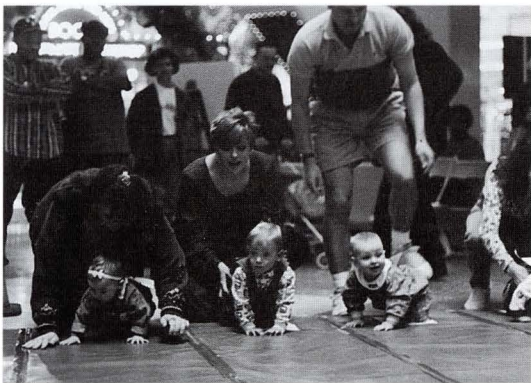
▲ Cathryn Craig, NICU, and her daughters model maternity and toddler fashions



▲ Jim Whiting, Executive Vice President, shows The Women's Hospital booth



▲ Terri Burselson hands out information at the Perinatal Education booth



▲ Babies are ready to race in the Baby Crawl Contest



▲ Teen Volunteers, Katie Bonkemeyer, Lindsey Sanders, and Alexis Stephenson help out at the Kids' Recovery Area



◀ Peggy Matthews, Women's Education Center, walks a participant through the midlife women's game, "Hips, Hearts & Hot Flashes."

National Volunteer

Week was...

held April 24-28. During this week, The Women's Hospital showed our appreciation to our many volunteers who generously contribute their time and effort throughout the year.

We asked a few of our volunteers:

What do you enjoy most about volunteering at The Women's Hospital?

"Being a widow, it helps me to meet new people. It also gives me places to go, people to see and things to do."

- Marion Thomas - fifteen years of service

"I enjoy being around people and having interesting things to do."

- Alta Compton - one year of service

"It makes you feel like you are helping and doing something worthwhile. We look forward to coming in."

- Ruth Steed - nine years of service

"I get to meet people, make new friends, and I get a lot more out of it than I put in."

- Clayton Steed - five years of service

"I enjoy the companionship of others. Knowing that you are helping others gives you a satisfied feeling."

- Ivy Yates - eight years of service

The Women's Hospital Congratulates Our First Volunteer of The Week

When Alice Maddox first moved to Greensboro, she began volunteering at The Women's Hospital to meet new friends. Little did she know that it would turn into the equivalent of a full-time job. Now after three and half years of diligent service, she has become The Women's Hospital's first Volunteer of the Week.

After being awarded Volunteer of the Week by The Volunteer Center of Greensboro, Alice received much local recognition and has become an instant celebrity. The *News and Record* featured her in a column and she was interviewed by Susan McMullen of WFMY 2 for a segment that aired on the Evening News March 1st and again on The Good Morning Show the next day. During the filming, which took place during normal hours in the Gift Shop, Alice remained comfortable and at ease in front of the camera. In fact, gift shop customers seemed more nervous than Alice! Alice said that as she began to receive mail from everyone who saw her on television and in the newspaper, she realized how many friends she had made through The Women's Hospital.

"All of the volunteers have the potential for being volunteer of the week, and Alice certainly exemplifies the necessary attributes of a volunteer. She is very community-service oriented, well respected by her peers and truly represents The Women's Hospital's mission and our role in the community," said Ginger Penley, Director of Volunteer Services. Alice's hard work and dedication over the past three years made her a prime candidate for this recognition. "Alice has logged over 2,000 hours of volunteer service in



▲ Susan McMullen of WFMY interviews Alice Maddox in the Gift Shop

this year alone," said Ginger. "Not only is she gift shop manager, but she also serves as Auxiliary fund raising chairperson and a charter member of the North Carolina Association of Hospital Gift Shop Managers."

Alice isn't letting any of this go to her head though. In fact, she is quick to give credit to her fellow volunteers, claiming that it isn't just one person that keeps things going. "The volunteers are a very loyal and dependable group of people to work with," said Alice. Alice and Ginger are both eager to praise Alice's husband Ken. Although he is not an official volunteer, he contributes a lot of hours to The Women's Hospital. He donated the new glass shelving in the Gift Shop, assisted with special activities such as the Flea Market, and is very supportive of Alice's dedication to the hospital.

In her years of working with The Women's Hospital, Alice claims that her most important accomplishment is watching the Gift Shop grow. This year alone, the sales have increased by 31 percent. All of the profits from the Gift Shop are funneled right back into the hospital's programs, enabling departments to update equipment, make new purchases and start up new programs. The increase in sales from the Gift Shop has also enabled the Auxiliary to offer \$12,500 in nursing scholarships to area colleges and universities. According to Alice, the most enjoyable part of volunteering is interacting with the customers, fellow volunteers, and staff members who are always appreciative and friendly. "Volunteering at The Women's Hospital is so fulfilling, mostly because of the wonderful group of volunteers we have," Alice said. ■

In 1994, The Women's Hospital 225 Volunteers:

- Contributed more than 16,250 hours of service
- Donated more than \$30,000, including:
 - \$13,000 for stereotactic breast imaging equipment
 - \$12,500 in nursing scholarships

Volunteers: Warm Smiles, Kind Hearts, Helping Hands **Scenes from the Volunteer Appreciation Luncheon**



▲ **Ginger Penley, Director of Volunteer Services, and Ivy Yates, 1994 Auxiliary President**



▲ **Margaret Payne, Marion Thomas, Edna Tyson, Dot Todd, Frances Hart, Lyn Seibert and Cleo Caudill**



▲ **Dot Todd and Frances Flynt**



▲ **Tula Bochar, Millie Nassif and Alice Westervelt**



▲ **Jim Whiting presents M.C. Whitlock with his 5 year pin**



▲ **Jim Whiting, Executive Vice President, presents Marion Thomas with her 15 year pin**

The Volunteer Appreciation Luncheon was held on April 25, 1995 at the Greensboro Country Club. Over 300 Moses Cone Health System volunteers enjoyed lunch, entertainment and an awards ceremony.

In response to requests for information from the Employee Opinion Survey, this article is the first and about its organizational structure. It will be followed by stories on "A Day in the Life" of each

Q & A - How The Moses Cone Health System Works

Q *How does The Women's Hospital fit into the Moses Cone Health System?*

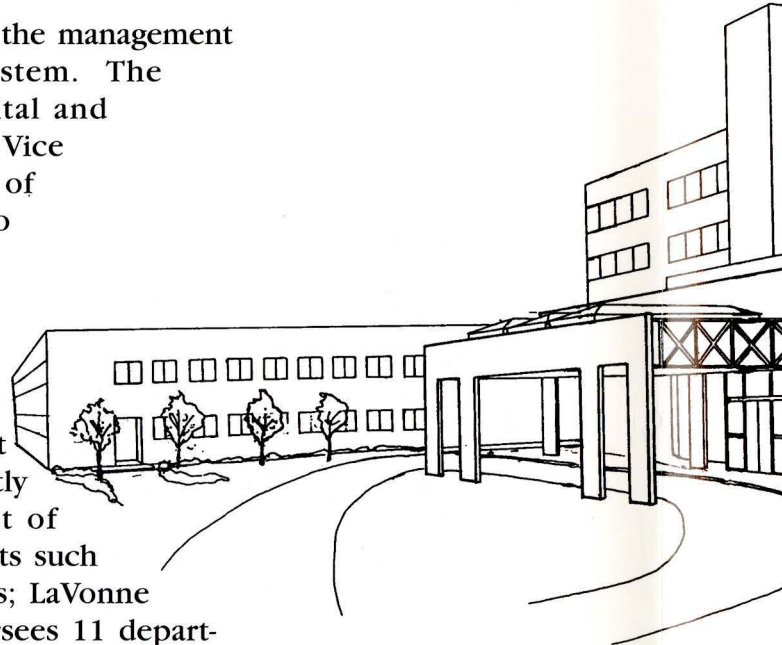
A The Women's Hospital is one of three divisions of the Moses Cone Health System, along with the Moses H. Cone Memorial Hospital and Health Services. All three of these divisions are under the Moses Cone Operating Corporation, and each has its own administrative and personnel staff. The Women's Hospital and the Moses H. Cone Memorial Hospital share a medical staff.

Q *There are so many different departments, who oversees all of the different staffs?*

A A Board of Trustees oversees the management and quality of the entire system. The Women's Hospital, Moses Cone Hospital and Health Services each have an Executive Vice President who oversees the operation of each division. Each department reports to a Department Head, who then reports to a Vice President. For example, Jim Whiting is the Executive Vice President of The Women's Hospital. Eight departments, plus the Vice President, Patient Care, the Vice President of Support Services and the Controller report directly to him. Martha Royal, Vice President of Support Services, oversees 10 departments such as Radiology and Environmental Services; LaVonne Beach, Vice President, Patient Care, oversees 11 departments such as the Mother/Baby Unit and Employee Education; and Lisa Cox, Controller, oversees the Accounting, Accounts Payable, Admitting and Management Systems departments. Each department has its own manager or department head. (Please refer to the organizational chart in the Operating Manual).

Q *How is the medical staff organized?*

A There is a single medical staff for the Moses Cone Health System, and it is broken down into eight divisions: Medicine; Family Practice; Surgery; Ob/Gyn; Radiology; Pathology; Laboratory and Emergency. Together the hospital and medical staffs have 23 different committees that meet to review the



article is the first in a series that will provide information about how the hospital is managed "the Life" of each of the hospital's vice presidents in upcoming issues of *Viewpoint*.

One Health System Works

operations or quality of particular components of the hospital, such as Utilization Review, Infection Control and Intensive Care Committees. These committees meet monthly to ensure that each area is functioning efficiently and effectively to meet the hospital and medical staff needs. Each medical staff division undergoes a Peer Review process. A member of the Peer Review Committee analyzes the appropriateness of practice and reports his or her findings to the other committee members, to each division and to the Medical Board.

Q *What is the function of the Chief of Staff of each Medical Division?*

A A Chief of Staff is appointed for each medical department. The Chief of Staff is selected from practicing physicians from each specialty area to serve two, three-year terms. They are primarily responsible for conducting monthly meetings for all physicians within their division and for overseeing medical staff quality assurance and peer reviews.

Q *How are medical practice problems addressed?*

A The Peer Review Committee, Chief of Service and Executive Vice President first address a problem and then make recommendations to the Medical Board, who in turn has the authority to make recommendations to the Board of Trustees. Sometimes the Chief of Staff intervenes to solve an immediate problem if necessary.

Q *When a problem arises within a unit or department, who is responsible for handling the problem?*

A The department head or manager of that particular department is responsible for handling any problems or concerns within that area. If the problem cannot be resolved at the department level, then the department head or manager will bring the issue to the attention of the Vice President of that service area and then to the Executive Vice President if necessary. ■

Employee Council Update

If you have any questions, suggestions or concerns about the hospital, tell your Employee Council Representative. The Women's Hospital Employee Council meets monthly to address employee concerns and to organize social events for all employees.

At the February meeting, Chairperson Fran Tuohy, Anesthesia, announced that there will be more interaction between Employee Council at Moses Cone Hospital and The Women's Hospital. She will make an effort to attend Employee Council meetings at Moses Cone and asked that each committee chairperson also try to attend their sister committee meetings at Moses Cone so that ideas can be shared and similar goals achieved.

Becky Hunnicutt, Director of Personnel, reviewed all of the employee appreciation events to be held by the hospital throughout the year including: the Annual Omelette Breakfast, which was held in February; the May Cookout; the July Ice Cream Feast; the Employee Picnic; Family Night and the Christmas Party.

Jim Whiting, Executive Vice President, reported that The Women's Hospital had record volumes for the first quarter of the year. He announced that the hospital averaged over 343 births per month, the census in the Neonatal Intensive Care Unit was particularly high, Maternity Admissions was extremely busy, and hospital expenses were kept well under control.

The following employee concerns were also addressed:

- The Women's Hospital will not install an ATM machine at this time because the banks do not feel there is enough volume here to warrant the installation.

- Shift differential is paid only for the time period of 3pm - 8am; not between 8am - 8:30am.

- Jim Whiting and Donnie Williams, Director of Plant Operations, are working on improving the employee parking situation and took suggestions from representatives at the meeting.

- Attendance at Employee Council Meetings is considered part of the work day and employees should take their regular

lunch break before or after the meeting. On the day of meetings, employees attending Council meetings may receive a free lunch from the cafeteria line.

At the March Employee Council meeting, Helen Sullivan, Director of Radiology, announced the addition of the new stereotactic breast biopsy unit and discussed its benefits for patients.

Cathi Shaffer, Pharmacy, announced dates for upcoming social events, including the Employee Picnic on September 10; the Pumpkin Contest in October and the Craft Fair, scheduled for November 3.

Some departmental concerns that were addressed at the March meeting, that have now been implemented include:

- Nutritional information is now available on the food in the cafeteria.
- A new rug was placed at the AICU entrance to replace the old one.

The next two Employee Council meetings are set for June 14 and July 12 from 1-2 p.m. ■

Auxiliary Update

The Auxiliary recently elected its 1995-96 officers. Millie Nassif was selected to serve as President, replacing Ivy Yates, who did a great job during the 1994-95 year. New officers will be installed at the annual picnic in May.

Annual funds were recently appropriated for nursing scholarships to be awarded to students at area colleges and universities. North Carolina A&T, Alamance Community College, and Guilford Technical Community College each will receive \$2,500 and \$5,000 will go to The Cathy Ann Moore Memorial Scholarship at UNCG.

The Gift Shop now accepts Visa and Mastercard. Watch for Gift Shop specials for these upcoming events:

National Hospital Week	May 7 - 13
National Nurses' Day	May 11
Mother's Day	May 14

Newsnotes

New Employee Discount Programs for 1995

Discounts at various amusement parks, movie theaters and fitness clubs are available for all Moses Cone Health System employees and their immediate family members. The Personnel Department recently sent a complete, updated list of discount tickets to all departments. Discount tickets for theatres and amusement parks such as Carowinds and Emerald Pointe are available in the Personnel Office. Fitness club memberships may be purchased directly from the provider with appropriate identification. For a complete list, call the Personnel office at ext. 6523.

Employees Contribute Gifts To The Children's Corner Scholarship Fund

The Women's Hospital employees recently made a generous contribution in the amount of \$2,424.05 to The Children's Corner scholarship fund at Moses Cone Hospital. Many low-income families receive assistance with their weekly child care tuition through the scholarship program. Eleven children are currently receiving 25-50 percent off their fees through the generosity of The Women's Hospital employees. The funds were raised through vending machine sales from The Women's Hospital.

Burleson Elected To Mid-South Lactation Consultant Assoc.

Congratulations to Terri Burleson, CNS, in Perinatal Education, who was elected President-Elect of the Mid-South Lactation Consultant Association. Terri will serve one year as President-Elect and two years as President. The Mid-South group serves a five-state region and is an affiliate group of the International Lactation Consultant Association, a world-wide organization working to protect, support, and promote breastfeeding for all mothers and babies.

Joiner Serves as Loaned Executive to United Way

In addition to the \$33,637 raised for the United Way, The Women's Hospital also donated one full-time employee to their 1994 campaign. Beci Joiner, Director of Respiratory Therapy/EKG/EEG, was selected to represent the organization as a loaned executive along with Mary Cobb-Gutierrez of Moses Cone Hospital.

"I was very honored to be chosen to repre-

sent an organization that so generously supports the community," Joiner said.

During the 12-week campaign, Joiner called on 78 area businesses, including The Women's Hospital. She was responsible for educating local employees about the many programs of the United Way and encouraging them to participate in the campaign.

Laboratory Awarded National Accreditation

The Women's Hospital laboratory has been awarded a two-year accreditation by the Commission on Laboratory Accreditation of the College of American Pathologists (CAP), based on the results of a recent on-site inspection. The accreditation also includes the Blood Gas Lab, which is operated by the Respiratory Department and located on the Neonatal Intensive Care Unit.

Ella Edwards, Administrative Director of the Laboratory, was congratulated for the "excellence of the services being provided." The laboratory is one of more than 4,600 CAP-accredited laboratories nationwide. Both the Laboratory and Respiratory Therapy staffs should be recognized for the hard work that preceded the accreditation.

The CAP Laboratory Accreditation Program, begun in the early 1960's, is recognized by the federal government as being equal to or more stringent than the government's own inspection program. Inspectors examined the records and quality control of the laboratory for the preceding two years, as well as the education and qualifications of the total staff, the adequacy of the facilities, equipment, laboratory safety, and laboratory management to determine how well the laboratory is serving the patient. ■

Making Rounds

Department: Respiratory/Physical Therapy Reported by: Beci Joiner

Please welcome **Terry Stephens**, Registered Respiratory Therapist, to our department.

Department: Women's Education Center Reported by: Peggy Matthews

A big welcome to **Pam Myers**, Secretary, who recently transferred from Moses Cone, where she was a secretary for Health and Employee Wellness.

Department: Plant Operations Reported by: Donnie Williams

Craig Powell, David McMillion and Kirby Proffitt recently received their Refrigerant Transition and Recovery Certification.

(continued on page 12)

Do you know an employee who deserves recognition?

The Women's Hospital would like to recognize all of our staff members who routinely go out of their way to provide excellent customer service. To recognize an employee for this honor, please submit a written recommendation or a thank you note to Public Affairs or call 6532 for more information.

Ideas In Action Focuses on Improvement

The Moses Cone Health System encourages its employees to speak out. *Ideas in Action*, the organization's new and improved suggestion program, even rewards staff for making workplace improvement ideas. Suggestions may include ideas that focus on *patient* improvement, as well as employee improvement. Employees are encouraged to suggest ways to increase customer satisfaction, improve operations and reduce costs.

The program, which kicked off in June, responds to *all* employee suggestions. To ensure a timely response, the *Ideas in Action* committee meets every two weeks to review suggestions and forward them to the appropriate manager. The manager then has 30 days to evaluate the idea and respond or request more time. Since June, more than 180 ideas have been suggested and nearly half have been implemented.

Every month, the committee holds a prize drawing, awarding gift certificates to area restaurants. President Dennis Barry also recognizes one suggestion each month with a letter of appreciation to the employee. One "Best Idea" suggestion that has been implemented at The Women's Hospital was submitted by Pam Lietz of Human Resources at

Moses Cone. She was concerned with patients and carts being hit by doors at The Women's Education Center and Outpatient Entrances. As a result, patients will no longer be discharged through this entrance. Management is also evaluating this entrance to see if it is posing any hazards to the outpatients and Education Center visitors.

You may have noticed other improvements in the hospital, such as a designated bin outside of the mailroom for submitting timesheets; a display case to post employee advertisements and a separate bin for recycled aluminum cans. All have been an outcome of the *Ideas in Action* program.

If you have a suggestion, speak up! *Ideas in Action* forms are located in each department and at employee entrances at both hospitals.

Ideas in Action Committee members from The Women's Hospital are *Emmaline Stier*, Materials Management and *Paula Vosburg*, Medical Records. Members from Moses H. Cone Memorial Hospital are: *Dena Barnes*, Unit 3700; *Ken Boggs*, Vice President, Quality and Resource Management; *Joe Farrar*, Laboratory; *Allison McGuire*, Public Affairs; *Patricia Merritt*, The Extended Care Center.

We Receive Letters

Dear Ms. Kerr:

I just wanted to drop you a note to let you know what a wonderful contribution Susie Davidson is to your staff!

Shortly I will become a first-time mother, and of course I registered to attend several classes offered by The Women's Hospital. I had no idea the Infant CPR class was so popular and the waiting list so long! After speaking with Susie, she assured me that she would contact me if any openings became available. Needless to say, I was convinced I would not be able to attend a class until after my child was born.

Imagine my surprise when Susie called the next day with one opening in the following week's class. I graciously accepted and asked that she notify me of any opening in future classes so that my husband could attend.

Once again Susie surprised me the next day with news of an upcoming class with two openings! Her concern that my husband and I attend the same class was touching! In today's society where most people could care less about customer service, it was a pleasure to deal with a person of Susie's calibre. Her superior customer service skills are a tribute to you and The Women's Hospital. I look forward to having my child at your facility and I hope I have the pleasure of dealing with Susie again in the future.

Sincerely,
Ann Marie Arcure

The *Ideas in Action* program:

- encourages ideas affecting any department, not just your own
- notifies you whether or not your idea will be implemented
- accepts any improvement idea, not just cost-saving suggestions
- promises monthly updates until a decision is reached
- recognizes participants each month with a prize drawing

TQM Teams At Work



▲ Patient Satisfaction With Meals Team: (left to right) Sharon Ferguson; Kim Berry; Ginger Penley; Valeria Pritchett, Team Leader; Kathy Brigham; Susan Gerson, facilitator; Cynthia Smith. Team Members not pictured: Deborah Joye, Beulah Sharpe, Tina Morris.

◀ Room Reservations Team: (left to right) Nichole Keith; Barbara Griffith; Teri Burleson; Deborah Joye; Eileen Kerr, Team Leader; Jack Smith, Facilitator; Sally Copeland; Dorothy Campbell. Team Members not pictured: Karen Bell, Peggy Matthews, Valeria Pritchett

Career Tracks Lead In All Directions

Today's career tracks do not always lead to the top. The search for a fulfilling career often guides employees up, down and even across job ladders. These changes bring new challenges which keep employees from becoming restless.

If you are bored with your routine or feel like you are just coasting in your job, you may be experiencing what most employees feel at least once during their careers - plateauing. Because only a few employees are destined to reach the top of their organizations, most people come to a point where there is nowhere else to advance. This should be seen as a sign of success rather than failure, because it shows that the individual is competent, may have untapped potential and needs to be challenged more.

However, plateaus do signal the need for change. Employees can either change positions or enrich their current positions through activities such as project team assignments and/or mentor relationships.

Traditionally, there have been two basic career tracks: *managerial* and *technical*. While the managerial career track gives employees greater responsibility and accountability, the technical professional career path offers employees more independence. The vertical climb up these two job ladders is

being replaced by lateral, diagonal, spiral and other career moves.

Overall job satisfaction depends on an employee's level of initiative, as well as the organization's level of interest and involvement with the career development process. At the Moses Cone Health System, employees can explore career change and advancement through the *Career Counseling Program*, *Educational Assistance Program* and *Transfer Policy*. In its second year, the *Career Counseling Program* encourages staff to look at different career options within the organization. For employees who wish to further their education or improve their skills, the *Educational Assistance Program* provides financial support. The newly revised *transfer policy* also considers internal applicants for job openings within the organization before outside applicants are considered.

With this support, employees who take initiative and perform their jobs well can pursue many opportunities within the Moses Cone Health System.

This is the second article in a series on career development. More information on the career development programs that are available to you will be coming up in the next issue of Viewpoint. ■

Making Rounds

*(continued from page 9)***Department: Neonatal Medicine****Reported by: Larry Ransom**

We are pleased to welcome **Gloria Martin**, Secretary I, to our department.

Department: Anesthesia**Reported by: Fran Tuohy**

Kudos to **Rod Moore**, CRNA, who has been selected to attend the Burroughs/Wellcome - AANA Leadership Conference in Raleigh. He is one of 20 CNRA's to be selected nationally.

Kathy Stephens, CRNA, was elected District 2 Education Chairperson of the NC Association of Nurse Anesthetists. She will serve a two-year term in a district spanning the Burlington to Statesville area and the Virginia and Asheboro area.

Department: Laboratory**Reported by: Ella Edwards**

A big welcome to **Leta Loman**, VP II, and **Amy Foster**, VP I, who recently joined our department. Congratulations to **Chris Hall**, MT (ASCP), on the birth of a son, Joshua Tyler.

Congratulations to **Kim Ballister** and **Letitia Shinault**, who were both promoted from Medical Technologist I to Medical Technologist II.

Joni Livingston, Phlebotomist III, received departmental recognition for outstanding customer service for February 1995.

Jane Jackson, MTII, was certified as a Specialist in Chemistry (SC) from the American Society of Clinical Pathologists, on March 6, 1995.

Department: Admitting**Reported by: Don Conrad**

Welcome to **Kris Saia** and **Cheryl Fowler**, who are new Admissions Representatives.

Department: Radiology**Reported by: Carrie Richards**

Please welcome **Anita McKnight**, RTR, who will work part-time as a Radiology Technician on weekends.

Congratulations to **Linda Brown York** who married Gary York on February 4, 1995.

Department: Mother/Baby Unit**Reported by: Kathy Lawson**

A big welcome to **Erika Hiliard**, NT I, **Desrene Lockhart**, NT I, **Kathryn**

Gladden, NT I, and **Chrystal Hall**, NT I.

Congratulations to **Tonia Cleary**, on the birth of her daughter, Olivia, on March 5, 1995.

Department: Maternity Admissions**Reported by: Helen Snead**

We are so pleased to welcome **Tanya Bailey**, RN II, **Shelly Mabe**, NT II, **Anna Pike**, NT II, and **Cheryl Britt**, NT II, to our unit.

Hope Neese, RNC-NP, was elected to Eta Sigma Gamma, the National Professional Honorary in Health Education.

Department: Birthing Suites**Reported by: Kay Boswell**

We would like to welcome the following individuals to our department: **Jan Owings**, RN; **Charmaine Overdiep**, RN; **Amy Milligan**, RN; **Kathleen Larrabee**, RN; **Emelia Amoako**, RN; **Michelle Terrell**, RN; **Gloria Korman**, Relief Secretary; **Deven Bateski**, NT I Relief; and **Judith Leinhardt**, RN.

Congratulations to **Peggy** and **Randy Smith** on the birth of their son, Jordan, on February 22, 1995.

Department: Personnel**Reported by: Marcia Thomas**

Please congratulate the following employees on their promotions: **Sherry Dasnoit**, RT Clinical Specialist, Respiratory; **Marilyn Grimmitt**, Lead Pharmacy Tech, Pharmacy; **Sharon Reaves**, Nursing Technician II, AICH; **Tanya Matthews**, Nursing Secretary, Mother/Baby Unit; **Franda Daye**, RT Clinical Specialist, Respiratory Therapy. ■

James R. Whiting*Executive Vice President*

The Women's Hospital of Greensboro

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