

## PACU/Day Surgery Staff Use Skill and Compassion to Meet Patients' Needs

### 6:00 a.m.

Mark and Alice arrive at The Women's Hospital. Today, Alice, 36, will undergo laparoscopic surgery to remove an ovarian cyst. At this early hour, Alice is groggy and still a little nervous. Her surgical experience began the day before with a meeting with the anesthesiologist and a pre-operative visit with admitting nurses Janet Colborne and Brenda Skinner.

"We like to make sure that the patient has a good understanding of the procedure—what to expect, what to bring, everything," Brenda said. During the pre-operative visit, Brenda or Janet explains in general terms what the surgery involves and orders the necessary labwork.

For Alice, this day is a memorable one — it is her first surgery. For the staff of the Post Anesthesia Care Unit (PACU) and Day Surgery, it is a typical day. From the time a patient is scheduled for surgery until she is discharged, the PACU nurses are involved. These nurses, as well as those in the Day Surgery Unit, work around the clock to ensure that patients get the best possible care and have a quick, comfortable recovery.

Seven nurses staff these two areas, working under the guidance of Grace Wallace, Nurse Manager of Surgery, PACU/Day Surgery/Admissions. "We have a small number of nurses on staff," said Glynis Stranger, R.N. in PACU. "But everyone works well together and helps each other."

To work in Day Surgery and PACU, nurses must complete an average of six weeks of intensive training after becoming licensed. Grace explained that this advanced certification in critical care can include hemodynamic monitoring, ventilator policies and procedures, and knowledge of the administration and effects of drugs. "All of the nurses are cross-trained so they can perform a variety of duties," Grace said. "They alternate responsibilities and manage care in PACU/Day Surgery 24 hours a day, rotating two weeks working in Day Surgery, and five weeks in the PACU."

They also work closely with the anesthesia



▲ Pamela White, RN, and Glynis Stanger, RN, check a patient's vital signs after surgery.

department to ensure optimum care of the anesthetized patient. When they are working in Day Surgery, Grace explained, the nursing staff prepares patients for surgery — labwork is reviewed, medical histories completed, vital signs checked and IV's are started. In PACU, nursing staff closely monitor patients as they wake up from anesthesia.

"The ability of each nurse to perform a variety of tasks is an important aspect of the PACU team," said Susan Murray, R.N. "A lot more is involved than just watching a patient wake up — we help with the assessment of patients, help educate them about their procedure and are required to perform critical care in some situations."

### 7:00 a.m.

An hour and a half before surgery, Alice arrives in Day Surgery, where a nurse prepares her for surgery.

"When a patient comes in we have her charts ready," Glynis said. "We explain a little more about the procedure, what she can expect during recovery and other things she may experience after surgery."

Mary Ellen St. Clair, R.N. said that she enjoys being able to spend time with patients before they go into surgery. "We get to be very personable with the patients," she noted. "We are very helpful and comforting if they have last minute questions or worries."

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*After the nurses have prepared Alice for surgery, her husband is allowed to come wait with her until it is time for the procedure to begin.*

### **9:15 a.m.**

*After her surgery, Alice is taken to the PACU recovery area. Here, she is watched one-on-one by a PACU nurse.*

"The most important things at this stage are rapid assessment of the patient and maintenance of an open airway," explained JoLene Carter, R.N. The first 24 hours after anesthesia are critical so PACU nurses monitor all body systems, watch for bleeding and help manage pain.

Keeping a low nurse-to-patient ratio allows PACU nurses to get to know their patients. "By working one-on-one with a patient, you develop a good rapport between the patient and the nurse," said Peggy Hicks, RN in PACU.

### **11:00 a.m.**

*When Alice is alert, she is taken to the PACU lounge area to further recover before going home.*

Outpatient stays in the recovery area vary anywhere from 45 minutes to three hours,

with a minimum stay of 45 minutes in the recovery area and 30 minutes in the lounge area before discharge.

"At this point, we want to make sure that the patient is not retaining fluids and that her normal body functions are returning," explained Pamela White, R.N.

When the nurses feel that a patient is ready to go home, she is discharged. Patients must be released into the care of another person since they should not be left alone during the first 24 hours after anesthesia.

To make sure Alice is recovering well at home, a PACU nurse will follow-up with her by phoning her the day after surgery. They will make sure she is feeling well and is not having any problems associated with her surgery, such as nausea or vomiting, fever or excessive pain.

"I am pleased with the quality of care we are able to offer their patients. We always receive excellent feedback from our patients about the quality of care they receive when they're here," Grace added. "I attribute this to having such a competent, highly skilled, motivated staff. It seems like they are always here, willing to do whatever is needed." ■

## **We Receive Letters**

Dear Lactation Consultants:

I wanted to write all of you and again say thank you for all of your assistance. My daughter was born on February 25, 1994 with a very small mouth and it appeared I would be pumping to feed her forever. After eight days she still had difficulty feeding. Finally after working with you again, she had a feeding frenzy at 3 1/2 weeks old. I continued to nurse her and pump for feedings when I was at work. She gradually gave up feedings over a period of time and finally stopped the last feeding on March 19, 1995 at 12 1/2 months old.

This was an extremely rewarding experience for me. I truly feel this would not have been successful without the assistance of all of you who helped me.

My heartfelt thanks to all of you and best wishes for continued success.

Sincerely Yours,  
Sandra G. Frost

### **Safety Tip**

When ordering new chemicals, a material safety data sheet (MSDS) must be requested and filed within the department. All staff members should be oriented on health hazards, safety precautions and 24 hour emergency numbers before using any new products. Each department now has a notebook specifically for MSDS sheets. Purchasing and Maternity Admissions have master manuals where copies can be obtained if needed.

### **Lost & Found**

Lost:

1. hearing aid in blue case

Found:

1. car keys    3. bedroom shoes    5. blouse  
2. bracelet    4. watch

Call ext. 6504 for information.

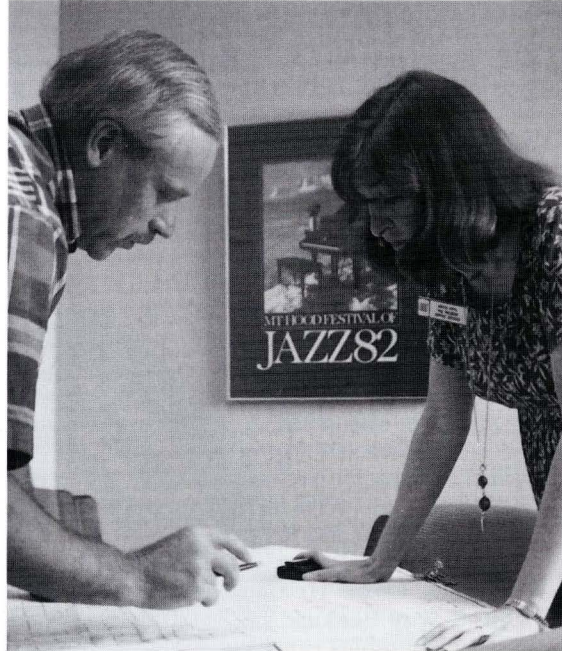
## A Day in the Life. . . . of Martha Royal, Vice President of Support Services

Wednesday morning, July 19th, Martha Royal arrives at work at 8:30 a.m. Getting things in order for her day, she prioritizes what is most urgent. After a Management Council meeting at 9 a.m., where she reports on activities of the departments she supervises, it's on to The Time & Attendance Task Force to discuss the implementation of an automated time reporting system for the organization. With a couple of hours to work on budgets, she grabs a quick lunch. Then, she's in a meeting with one of her department heads, Helen Sullivan, Director of Radiology, and on to a Safety Committee meeting to discuss hospital safety issues. Finished with her last scheduled meeting of the day, Martha returns to her office for more work on budgets and proposals for a number of new projects.

As Vice President of Support Services, Martha's job involves supervising managers from 10 departments: Laboratory, Radiology, Pharmacy, Environmental Services, Plant Operations, Quality Management, Respiratory Therapy, Clinical Technology, Medical Records, and Nutritional Services. Her days are filled with interactions with the managers of these departments and executives at Moses Cone, and juggling a variety of projects.

"Department Managers are responsible for day-to-day activities in their areas, but I get involved to support the development of major projects and implementation of new initiatives," Martha said. Some of the bigger projects she has assisted with include the analysis, development and implementation of the new CT Scanner and the Stereotactic Breast Biopsy Program. "I worked very closely with Radiology in getting Stereotactic Breast Biopsy equipment," Martha said. "Helen Sullivan and I researched and analyzed the program, investigated the equipment, went on site visits to other facilities that used the equipment and advocated for the purchase of this unit." Once the purchase of the stereotactic unit was approved, she and others worked vigorously on planning the installation and promoting the program to physicians.

Another area of focus for Martha is the Nutritional Services Department. There, a number of projects are already in swing. "We



▲ Martha Royal reviews renovation blue prints with Donnie Williams, Director of Plant Operations. She was involved with a large part of the planning and renovation of The Women's Hospital in 1988-1990.

are working with a consultant and looking at options of how to renovate the cafeteria to improve customer-flow. I am also currently working with Kent Freeman and Maggie Conklin to find a way for patients to get a hot meal if they deliver after the cafeteria is closed," she explained. The goal of their work is to increase patient satisfaction with Nutritional Services, especially with the process of getting menu selections from patients in a timely manner. "Currently, the length of stay is so short that patients, prior to discharge, had not been receiving the meals they ordered," added Martha. "Nutritional Services is now calling patients to get their order so they will receive the meal they requested." A TQM team, titled "Getting What You Ordered," is working on this same issue. According to Martha, these efforts by Nutritional Services have paid off. "Patient satisfaction scores with meals have dramatically increased for the third part of this year," she said.

Goal setting in important areas of operations and monitoring progress with managers is

*(Continued on page 9)*

# United Way campaign plans are under way

Most people don't think of their United Way donations as gifts. They consider them investments. Whether they have ever called on a United Way of Greater Greensboro agency or not, they know it's there if they need it. That explains why more than 1,400 Moses Cone Health System employees contributed \$180,076 in the organization's 1994 campaign.

Each year, Moses Cone Health System employees support United Way by contributing money to its 37 agencies. These agencies provide health and human services to more than 100,000 people in Guilford County. That means one in three people benefit from a United Way service. Agencies such as the Adult Center for Enrichment, YMCA, American Red Cross and Triad Health Project offer programs and services to thousands of people, old and young.

Moses Cone Health System supports United Way because its mission of service closely resembles our mission. It is our mission to provide quality health-care services to residents of Guilford County and surrounding areas, while United Way aims to care for more people through its organized agencies. As the health-care focus shifts from inpatient to outpatient care, the United Way agencies will play an increasingly important role. To keep area residents healthy and happy, we need United Way, and they need us.

**United Way cares for the community.** United Way serves all kinds of people — not as a charity, but as an aid to everyday living. The money raised in the campaign helps make sure that no one in need is deprived. Moses Cone Health System supports United Way because:

- Only 9.3 cents of every dollar goes to fund-raising and administration costs.

- United Way is run by local citizens — more than 3,000 residents volunteer at United Way agencies, and close to 30,000 people contribute to the campaign.
- More than 700 community volunteers decide how to best distribute campaign funds.
- More than 100,000 people who are truly in need were served last year.

## Look at what your donation can do.

United Way began years ago when Greensboro residents created the Community Chest and raised \$68,000 for nine local agencies. Last year, area residents contributed a record \$10.6 million. So, before you give another dollar to United Way, look at where part of your last \$10.6 million went:

- More than 55,000 meals were served to homeless individuals.
- More than 200 students participated in dropout prevention programs.
- More than 130 older adults suffering from Alzheimer's and related diseases received specialized day care.
- More than 500 patients with sickle cell disease received services.
- More than 575 Guilford County residents received HIV/AIDS support services.

**Your contribution makes a difference.** While the United Way serves thousands of meals each year, helps hundred of students excel in school, and provides shelter for many abused women, its services reach many more people. Through United Way, you can also help:

- build stronger families
- promote better health
- support the needs of the youth and elderly populations
- meet individual's special needs

## Be A P.A.L. for United Way

As health care workers, Moses Cone Health System employees see every day the results of social and health problems left untreated: the domestic abuse victim, teenage pregnancy, victims of violence and problems caused by substance abuse. By contributing to the United Way agencies who address these problems in the early stages while prevention is still possible, we break the cycle and keep problems from recurring. By helping United Way meet their goals, it becomes easier for the Moses Cone Health system to meet its own goals of improving

the overall health status of the Greater Greensboro community.

The Steering Committee is actively planning the 1995 United Way campaign, but with some significant changes.

### **PAL Donations**

Employees will now have the option of donating PAL hours as their contribution to United Way. Our theme, "Be A PAL for United Way," encourages employees to use this convenient way of donating a gift to United Way.

"This has proven to be successful in the  
(Continued on page 5)

### 1995 United Way Campaign Schedule of Events

**September 25**  
Kick-off

**September 25 -  
October 13**  
Department Meetings

**October 27**  
Finale & Employee Thank-you Party

**November 1 -  
December 15**  
Christmas Ornament Sale

**March 1 -  
April 5, 1996**  
Easter Plant Sale

## Be A P.A.L. for United Way

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past, as with Habitat for Humanity campaign," explained Jack Upton, Associate Director of Support Services at Moses Cone Hospital and Chair of the Steering Committee for the Moses Cone Health System United Way Campaign. "Donating PAL time is an easy and convenient way for employees to give."

### **Kick-off and Departmental Rallies**

Moses Cone Health System will kick off its United Way campaign on Monday, **September 25, 1995**. Individual department rallies will be scheduled and information about United Way will be provided at regularly scheduled department meetings. Each department will set their own goal, and based on these figures, Moses Cone Health System will set the organization's overall goal.

### **Mentors Assigned**

Mentors, who have been appointed for each department, will work closely with the facilitator on the campaign. They will also be available to answer staffs' questions and concerns about United Way or our campaign. "The overall focus of this year's campaign is to get employees the information they need to make a decision to give to United Way," Upton said.

### **Year-round Campaign**

The Steering Committee has planned small fundraisers to make the United Way campaign a year-round campaign — a Christmas ornament sale in November and Easter plant sales in the spring. "The year-round campaign reminds us how important the United Way is all year long," added Upton. "It also gives employees an opportunity to give at other times in smaller amounts, so they feel less pressured to give in one large amount."

One United Way fundraiser was already incorporated into the Moses Cone Health System's Employee Golf Tournament, held June 17 at Country Hills Golf Club. Players were asked to donate \$2 to the United Way and in return they got a chance to win a sleeve of golf balls if they hit the ball within three feet of a designated area. The fundraiser was a great success, raising a total of \$170 for United Way.

The objective for this year's campaign is to inform employees about United Way and its 37 agencies in the most effective way possible. You will receive further information in your departments about the 1995 United Way campaign. If you have questions or concerns about the campaign, please do not hesitate to contact your department head or campaign mentor.

## United Way Agencies

**Adolescent Pregnancy Coalition of North Carolina** — supports local councils aimed at reducing teen pregnancies • **Adult Center for Enrichment** — provides services for handicapped adults and their caregivers • **Alcohol & Drug Services of Guilford, Inc.** — provides care for anyone affected by the use and abuse of alcohol and other drugs • **Alcohol/Drug Council of North Carolina** — works to reduce alcohol and drug abuse in North Carolina • **America Heart Association** — provides research and education programs about heart disease and stroke • **American Red Cross** — helps disaster victims, recruits blood donors, offers first aid and water safety courses, and provides services to military families • **Association for Retarded Citizens of Greensboro** — provides programs for mentally retarded children and adults • **Autism Society of North Carolina** — provides information, parental support, activities and other services for autistic individuals • **Central Carolina Legal Services** — represents low-income individuals in civil domestic relations cases • **Children's Home Society of North Carolina** — serves as a statewide adoption agency, placing children in permanent homes • **Epilepsy Association of Greater Greensboro** — provides support, referrals and self-help programs for epilepsy patients • **Family & Children's Service** — counsels families and individuals with problems; provides services for sexual assault and child abuse victims; and offers budget counseling • **Family Life Council** — offers family life education programs; serves as advocates for children; and helps determine community family needs • **Florence Crittenton Services** — provides housing and care for unwed pregnant women • **Greater Greensboro Cities in Schools** — tutors and mentors at-risk youth at school sites • **Greensboro Cerebral Palsy Association** — provides special programs for children with cerebral palsy and other handicaps • **Greensboro Education & Development Council** — provides educational programs for low-income children; offers mentoring, life planning program for male teens; and offers leadership development programs for minorities • **Guilford Native American Association** — offers self-image and self-improvement programs for Native Americans • **Hospice**

**at Greensboro (Kaleidoscope Program)** — provides home care, counseling, support, bereavement camps and school consultations for seriously ill or grieving children • **Mental Health Association** — offers programs and education to promote better mental health in the community • **Old North State Council Boy Scouts of America** — emphasizes leadership, character development, personal fitness and citizenship training • **One Step Further** — helps individuals resolve conflicts outside the court system • **Reading Connections** — provides adult literacy services • **The Salvation Army** — provides emergency assistance services, such as temporary housing and meals; operates the Boys' and Girls' Club program • **Sickle Cell Disease Association of the Piedmont** — provides education, screening and counseling services • **Southeast Greensboro Youth Development Council** — offers educational, cultural and recreational services to improve school achievement and reduce juvenile delinquency • **Summit House** — provides housing or day care services for mothers convicted of nonviolent offenses • **Tarheel Triad Girl Scout Council** — offers programs to build character, resourcefulness and individuality in girls ages 5 to 17 • **Triad Health Project** — provides support for people with AIDS • **Triad Sickle Cell Anemia Foundation** — provides education, screening, counseling and support services • **United Child Development Services** — offers day care scholarships, information and referrals for children of working parents • **United Service Organization** — provides recreational and social activities for military families • **United Services for Older Adults** — helps elderly persons maintain their independence and health • **United Way of North Carolina** — provides statewide assistance on legislation affecting human services and general support for local United Ways • **The Volunteer Center** — matches volunteers with community organizations in need of volunteers • **YMCA** — provides recreational, social and educational activities • **YWCA** — offers community programs with emphasis on women and girls • **Youth Focus** — counsels troubled youth and their families; operates "Big Brothers/Big Sisters" and "Best Friends, Too" programs; and provides temporary housing for runaway youth.

## Guard Against Computer Viruses

Most computer users seldom think about computer viruses. We often trade diskettes, ignore mysterious screen characters and rely on the computer's hard disk to store our important programs and data files. However, there are two important facts about computer viruses that everyone should know: 1) viruses can be devastating, and 2) viruses can be prevented.

A computer virus is a program written intentionally to enter a computer without the user's permission or knowledge. Once it enters the computer, it attaches itself to files or boot sectors. A virus can remain in the computer's memory or attach itself to your program and/or data files where it spreads, often overwriting and corrupting your programs or files. While some viruses are harmless, others can cause serious damage such as lost data and increased man hours to recreate data.

It is very important to PROTECT YOUR DATA. Take time to make a backup copy of any files that are important to you.

In the past year, more than 60 percent of Fortune 1000 companies have reported damage caused by computer viruses. Moses Cone Health System is no exception to this growing trend. In recent weeks, five virus varieties in different areas of the organization were detected and eradicated. Although these incidents did not cause major damage, the threat still exists.

Moses Cone Health System's philosophy is to

never assume a virus is harmless. Since most viruses spread quickly by diskette, the organization requests that you have all diskettes checked before using them. This includes diskettes you receive from outside vendors or other departments and those you bring from home. Management Systems ASSIST Desk uses the most current virus scanning software to check for viruses. Programs and/or files downloaded from bulletin boards also present a risk.

Commonly reported virus symptoms include:

- a program suddenly takes longer to load
- size of a program keeps changing
- disk keeps running out of free space
- drive light flashes when computer is in use
- hard drive cannot be accessed when starting your computer from the "A" drive
- mysterious files appear
- file names appear which you do not recognize
- keyboard makes unusual clicking noises
- letters look like they are falling to bottom of screen
- computer does not remember CMOS settings
- 32-bit error(s) while in Windows

To have your disks scanned, please take them to management Systems ASSIST Desk, located on Moses Cone Hospital's ground floor, Room 919. If possible, your disks will be scanned while you wait.

## Moses Cone Health System Offers Options for Career Development

If you are considering changing careers, going back to school or simply interested in what you can do to advance in your current job, the Moses Cone Health System has several programs to assist employees with career development.

For the past two years, the *Career Counseling Program* has served more than 150 employees. This program encourages employees to explore career options within the Moses Cone Health System. Career counseling sessions are held once a month. The initial two-hour group session includes an interest inventory and a general aptitude test, followed with an individual session with a Career Counselor from the Human Resources Department one to two weeks after the group session. At this time, a counselor reviews the results of your initial assessment, helps you to establish career goals, and identifies job possibilities within the Moses Cone Health System that are in line with your career goals. Your Career Counselor will work closely with you over the next six months to help you in developing strategies to achieve your career goals. Counseling sessions are free, but attendance is on personal time.

Another important program to consider is the

*Educational Assistance Loan Program*, which provides financial support to employees in obtaining educational degrees or certifications, including both undergraduate and graduate study. This program is open to employees who work at least sixteen hours a week, who have been employed a minimum of one year full-time or two years part-time and who have achieved at least a Level II performance rating on their last performance appraisal. Employees can receive loans for up to two years to help defray the expenses of tuition, fees, books and student activities. Loans of up to \$2000 may be made to both students and employees planning to attend an accredited educational institution in a hospital approved course of study.

In addition to these two programs, the Moses Cone Health System offers several training classes on various topics throughout the year. Topics include supervisory training, Total Quality Management training, and unit based team building.

To find out more about these programs, contact Human Resources at ext. 7827. Stay tuned for more articles on career development in upcoming issues of *Viewpoint*.

**Congratulations to the Dietary department who is doing their part in helping to save the environment with the addition of the new paper cups in the cafeteria. These cups, which are more environmentally friendly than styrofoam cups, are biodegradable; while styrofoam is not. These cups, however, are not for hot drinks. Styrofoam cups should still be used for coffee and other hot beverages.**

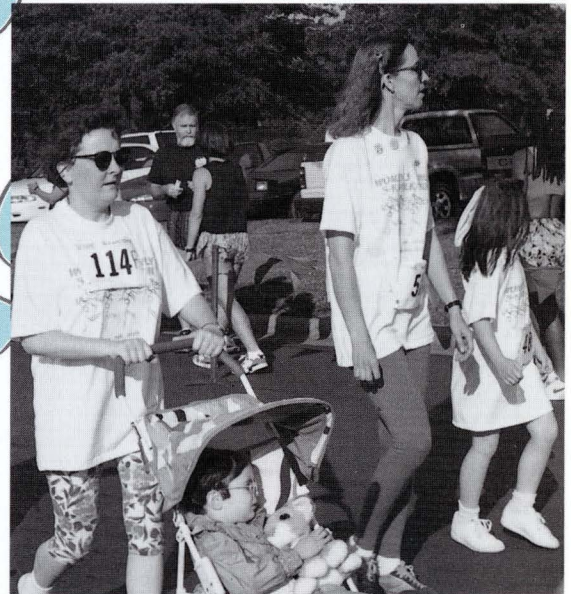
# Women's Only 5K Run/Walk Raises \$5600

The fourth annual Women's Only Run/Walk, held on May 6 at The Women's Hospital, drew nearly 700 participants — the largest turnout ever! Proceeds from the race - \$5600 - went to a mammography scholarship fund at The Breast and Ultrasound Imaging Center. This fund helps to provide life-saving screening mammograms to many women who otherwise could not afford one.

The Women's Only Run/Walk was sponsored by The Women's Hospital and Omega Sports with co-sponsorship provided by WGHPiedmont 8, Sportime, GW Magazine, Softouch, Saucony, FreeStyle, Dolfin, Thorlo, Powerbar, Ryka, Jogbra and Catering by Ellyn.



▲ And they're off! Race participants at the starting line.



▲ Dr. Lynn Smith and Dr. Jennifer Schaal, both gynecologists, walk with their children.



▲ Vicki Latham, RN, Labor & Delivery, and Helen Snead, Specialty Manager, Maternity Admissions, walk with the crowd of almost 700 women.



▲ Carol Andrews of WGHP TV presents medals to the youngest race participants, including Helen Snead's daughter, Ashley, and Terri Burlison's (Perinatal Education) daughter, Cara.

## Newsnotes

### **The Women's Hospital Receives Positive Feedback**

Results of ongoing patient surveys show levels of patient satisfaction continue to improve. In a recent inpatient satisfaction survey of comparable hospitals, The Women's Hospital ranked in the 93rd percentile, and Moses Cone Hospital ranked in the 87th percentile. This continuous improvement of service to our patients remains part of Moses Cone Health System's five-year strategic quality goals. Outpatient areas also continue to receive positive responses in patient satisfaction surveys. A satisfaction survey for the medical staff is planned for next month.

### **National Magazine Lists Organization in Top 10**

Moses Cone Health System was recently named one of "America's 10 Most Computer Advanced Healthcare Organizations" by *Healthcare Informatics* magazine. The publication called the organization's Information Systems plan a "model which will improve the flow of information, enhance the quality of care and reduce costs in health-care facilities throughout the United States."

*Healthcare Informatics* magazine is a monthly publication about information systems for health-care providers. "It's a tremendous honor," said Michael Lopez, Vice President, Management Systems, and Chief Information Officer. "*Healthcare Informatics* is the most widely-read magazine in the field of health-care information systems."

### **Medical Library Linked to Cone Databases**

Thanks to a recent computer link to the Cone Library Network, those interested in doing their own literature searches may now access certain databases in The Women's Hospital Medical Library. The librarian's computer will be available for searching the databases after library hours or by appointment for 30-minute sessions. The following databases may be accessed in the medical Library:

**Medline, Nursing/Allied Health, and Health Planning CD-Roms** (indexes to articles in journals)

**Online Library Catalog** (list of books & audiovisuals in the Women's and Cone's libraries)

Classes will also be offered on searching the CD-ROM databases and individual assistance is available by appointment. Please call ext. 6878 for more information. Library hours are 8 a.m. - 3 p.m. on weekdays.

### **Hospital Maps Now Available in Spanish**

The Women's Hospital recently had new maps of the hospital printed in Spanish. If you would like additional copies of these maps for your unit or department, please contact Public

Affairs at ext. 6532.

### **The Women's Hospital Receives Renewal of Accreditation**

The Women's Hospital has been granted renewal of accreditation by the American Association of Blood Banks (AABB). 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 joins more than 2,000 similar facilities across the U.S. and abroad that have earned AABB accreditation.

"The AABB's inspection and accreditation procedures are voluntary," explained Marci Miles, Blood Bank Supervisor. "The Women's Hospital has sought AABB 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."

### **Spring Red Cross Blood Drive Meets Goal**

Thank you to everyone who donated blood during the May 23rd Red Cross Blood Drive. A total of 36 units were donated, exceeding our goal of 35 units. There were also five first-time donors. If you were unable to give this time, mark your calendars for our next blood drives November 27, 1995 and May 28, 1996. Thanks again to everyone who helped to make our blood drive a success!

### **Golfers Raise Funds for United Way**

Eighty-eight Moses Cone Health System employees and their spouses hit the greens at the employee golf tournament. The all-day event, which included 18 holes of golf and a pig pickin', was held June 17 at Country Hills Golf Club.

A fundraiser for the United Way was also held during the tournament. At holes #9 and #12, players were asked to donate \$2 to the United Way and in return they got a chance to win a sleeve of golf balls if they hit the ball within three feet of a designated area. The fundraiser was a great success, raising a total of \$170 for United Way.

Thank you to all of The Women's Hospital employees who donated their time and effort to help out with this fundraiser: **Jim Canada**, Plant Operations; **Joe Davis**, Materials Management; **Vic Fischer**, Purchasing; **Susan Gerson**, Public Affairs; **Fran Tuohy**, Anesthesia and **Paula Vosburg**, Medical Records and a big thank you to **Baxter Medical Supply** for the donation of golf balls. We would not have been able to raise these funds without the generous help of our volunteers!

**Attention All Employees!**  
Two programs will be offered especially for hospital staff. . .

### **Substance Abuse Prevention Begins in Childhood**

Tuesday, August 29  
12 noon - 1:30 p.m.  
Classrooms 3 & 4

### **Answering Breastfeeding Questions**

Monday, Sept. 25  
1:00 pm - 3:30 pm  
and  
4:00 pm - 5:30 pm  
Classrooms  
(If desiring CEU credit, cost is \$5, otherwise the program is free)

## A Day in the Life. . .

(Continued from page 3)

another focal area for Martha — examples include decreasing employee turnover and improving patient satisfaction. This also involves budgeting, and during the annual budget process, Martha could easily spend up to seven hours a day in meetings. “Department managers do their own budget, and afterwards each manager and I review their budget, checking volume estimates, discussing equipment needs, making sure it is accurate, complete and consistent with the organization’s overall goals and strategic direction,” Martha said.

“During other times of the year,” she said, “involvement with each department varies considerably. If there are no specific problems or program changes in a department, I still communicate regularly with the department head or manager.” When difficult personnel issues arise, she often assists the department head as well as when there are patient complaints or conflicts between the medical staff and employees.

What Martha enjoys most about her job is the people. “I have a superb staff of department managers. They do such a great job, that they make my job easier and more enjoyable. All of the departments are unique,” she said. “For example, Environmental Services always has 100 percent participation in the United Way campaign and 15 percent of the employees have a perfect attendance record,” Martha added. “Many are also trained to provide cross-coverage of our switchboard, providing needed coverage there.”

Martha has worked in her current position as Vice President of Support Services since Moses Cone purchased the facility in 1988. She has been with the Moses Cone Health System since 1986, when she began as Director of Risk Management at Cone.

In addition to her professional experience, Martha is also gaining first-hand experience as a patient — she is expecting a baby girl at the end of September. “I am glad that my pregnancy has given me an opportunity to get a patient’s perspective,” explained Martha. “I have seen how important it is to be sensitive and responsive to a patient’s needs, whatever they may be.”

*This is the first in a series of articles in Viewpoint focusing on “A Day in the Life” of The Women’s Hospital’s Vice Presidents. ■*

### Auxiliary Update

Our thanks to the staff of The Women’s Hospital for their generous support of the Gift Shop and our fundraising events; our fiscal year, which ended May 31, was very successful and rewarding.

Please welcome Sabrina Tatum, the new Gift Shop salesperson, who will be working part-time on weekends. The Gift Shop will now be open on Saturdays and Sundays from 1:00 pm to 5:00 pm., and is now offering the popular costume jewelry, Monet, Trifari and Marvella at below retail prices. Cassettes and cd’s by Emile Pandolfi have arrived in the Gift Shop. Look for special Christmas music by Pandolfi this fall.

Mark your calendars now for October 20 for the Auxiliary’s first gold sale featuring chains, rings, watches, bracelets, genuine gemstones and sterling silver jewelry. Payroll deductions will be available for qualified employees, and patrons may register to win a diamond cluster ring from Treasure Chest. Watch for flyers and advertisements this fall!

The 1995 Auxiliary officer installation was held May 10th with a picnic at Jefferson Pilot Club.

#### The 1995 Auxiliary officers are:

Millie Nassif, President  
 Lynn Seibert, Vice President  
 Louise Macintosh, President-Elect  
 Ivy Yates, Past President  
 Edna Tyson, Treasurer  
 Dee Dee Fulton, Assistant Treasurer  
 Fran Hart, Secretary  
 Betty Hounshell, Historian  
 Margaret Nichols, Parliamentarian

#### 1995 Auxiliary Board Members:

Cathy Barber - Baby Picture Program Chairman  
 Frances Flynt - Hospitality Cart  
 Hilda Gabe - Special Events  
 Robbie Goodman - Gift Shop Assistant Manager  
 Leslie Hennigan - Car Seat Rental Program  
 Chairman  
 Alice Maddox - Gift Shop Manager  
 Ruth Steed - Special Events  
 Marion Thomas - Amenity Bags Chairman  
 Dot Todd - Hospitality Cart  
 Irene Tracy - Finance Committee Chairman]

**Mark your calendars for the Employee Picnic - September 10**

**The annual Employee Picnic will be held on Sunday, September 10th at Emerald Pointe. Employees and their families will be able to take advantage of all the rides and attractions at the park, and can enjoy food, bingo, dancing and volleyball. Look for more information in August.**

## Employees Are Empowered To Make Improvements

Every day Moses Cone Health System employees find ways to improve hospital operations, reduce costs and, most importantly, enhance patient care. The organization calls this process empowerment, but most employees consider it common courtesy.

The following *empowerment* stories illustrate just a few of the many ideas that individuals have suggested as ways to improve the organization's quality of care — ways in which employees have gone an extra step to help a customer.

1. Several employees helped the family of a two-year old patient suffering from cystic fibrosis, multiple sclerosis and grand mal seizures. When **Gina Adkins**, *Moses Cone Emergency Department*, realized that the child's home was not electrically equipped for IVs and ventilators, she solicited the help of The Women's Hospital's Plant Operations staff. **Jim Canada**, *Plant Operations Manager*, and **Coy Neal**, *electrician in Plant Operations*, visited the house several times to assess the situation and upgrade the electrical system. Duke Power provided the necessary breakers, and Industrial Electric furnished plug molds. This initiative by these employees greatly improved the quality of life for this patient and his family.

2. When **Nancy White**, *Accountant I, General Accounting*, discovered that Moses Cone Hospital's purchasing system was interfaced with the accounting department's general ledger, she suggested that The Women's Hospital do the same. Under the old system, Storeroom provided General Accounting with a month-end report of all supplies ordered during that month. General Accounting then manually entered the charges for each department based on the report. The purchasing system now automatically enters department charges into the general ledger, saving General Accounting close to three hours per month in staff time.

3. **Sharon Ferguson**, *Nursing Secretary, Mother/Baby Unit*, recently took an extra step in helping a patient who lost everything in an apartment fire right before she gave birth to a baby girl. The patient had to jump 13 feet out of her apartment window to save herself and her unborn baby. Both mother and baby were fine, but the family

lost all of their belongings in the fire. Sharon contacted the Red Cross to get the family some financial assistance while the mother and her baby were recovering in the hospital. She followed up with the Red Cross to make sure they had contacted the mother and were able to find the family a temporary place to stay.

4. **Angie Nichols**, *Lifeline Coordinator*, was on a routine Lifeline call at a subscriber's home, where she encountered an elderly woman who was crying and extremely depressed. The woman told Angie that she had made the decision to move to a retirement home because of her failing health, but she did not know how to arrange the move. Angie stayed over her scheduled time to listen to the woman's concerns, giving her many resources she could contact for help. Angie also called a retired Lifeline volunteer who had had a similar experience, asking her to offer the lady some advice. A week later the elderly woman called Angie and thanked her for helping her when she felt she had no where else to turn.

5. At one time, neonatal pharmacotherapy was provided solely by our AHEC faculty. Now, four of The Women's Hospital's pharmacists, **Cathi Shaffer**, **Eric Bachar**, **Delores Hovey-Rankin**, and **Kendra Hiatt**, have specialized in this area and provide this very valuable service to an important part of our patient population. Part of this service includes the clinical precepting of B.S. Pharmacy students from UNC and Moses Cone Hospital's pharmacy residents. This has also enabled our pharmacy AHEC faculty to increase their time with teaching and research activities.

*These are just a few of the many ways employees feel empowered to make improvements. But there are many more. Please send other examples to Ken Boggs, Vice President, Quality and Resource Management, Moses Cone. New stories will be shared in future issues of Viewpoint.*

# Strategic Goals Help Us Plan For The Future

**T**he vision of Moses Cone Health System is to be the health-care employer and provider of first choice in our service area. To achieve this, the organization sets Strategic Quality Goals. These goals help measure our success in creating the best value for patients, medical staff and employees.

Our goals focus on service, cost and outcomes. They serve as targets for FY 95 and will continue to guide our efforts through FY 98 and thereafter.

### Service:

One set of the organization's Strategic Quality Goals focuses on providing the best value to our customers. We survey patients, medical staff, employees and other departments to determine each group's satisfaction.

A sample of our inpatients, outpatients and Emergency Department patients are surveyed quarterly to measure patient satisfaction. Results for the first six months of FY 95 are lower than FY 94 outcomes. Efforts are under way to correct this and achieve our goals. FY 95 data is not yet available for employees and medical staff. Some of our customer satisfaction goals include:

	FY 93	FY 94	FY 95 (first 6 months)	FY 95 (goal)	FY 98 (goal)
Achieving an <i>inpatient</i> satisfaction rating of 90.7%	86.4%	87.0	86.6	88.3	90.7
Achieving an <i>outpatient</i> satisfaction rating of 93.3% (Survey was started in FY 94)	N/A	89.5	88.6	90.4	93.3
Achieving an <i>Emergency Department</i> satisfaction rating of 85%	79.1	79.0	77.3	80.0	85.0
Achieving a <i>medical staff</i> satisfaction rating of 84% (A survey is planned for fall)	80.9	N/A	N/A	82.0	84.0
Achieving an <i>employee</i> satisfaction rating of 93% (Results from this survey are expected in October)	89.0	N/A	N/A	91.0	93.0
Achieving an <i>inter-departmental</i> rating of 95% (This survey, which allows departments to assess its key internal customers, was first conducted in FY 94)	N/A	87.0	N/A	90.0	95.0

### Cost:

Our Strategic Quality Goals compare our charges with similar hospitals and measure our financial strength. Our charges are 14 percent less than similar hospitals in North Carolina, using patient severity adjustments. In FY 94 and the first six months of FY 95, we have been very successful in exceeding our financial goals. Some goals include:

	FY 93	FY 94	FY 95 (first 6 months)	FY 95 (goal)	FY 98 (goal)
Achieving a long-term <i>fund-balance growth</i> of 7.5% per year. This the amount of money remaining after we subtract our outstanding debts from the value of what we own.	N/A	12.4	10.5	7.5	7.5
Earning a <i>net operating margin</i> (amount of revenue minus expenses) of 4% or more each year.	N/A	8.3	9.5	5.5	4.0
Maintaining an <i>AA credit rating</i> .	AA	AA	AA	AA	AA

### Outcomes:

In FY 94, we began tracking clinical outcome measures for each of our Centers of Excellence. Setting these measures for most diagnoses is still in the early stages of development nationally. Eager to participate in this process, we made baseline measurements in FY 94 and set goals for FY 95. We are also tracking other outcomes. These goals include:

	FY 93	FY 94	FY 95 (first 6 months)	FY 95 (goal)	FY 98 (goal)
Reducing <i>employee turn-over</i> to 12% per year	13.7	16.6	16.6	13.0	12.0
Increasing the number of <i>active users</i> on the medical staff based on our number of inpatients and outpatients.	329	361	368	379	414
Enrolling 50% of the medical staff in the <i>Physician Hospital Organization (PHO)</i> . (This process was delayed until FY 95)	N/A	N/A	8.6	25.0	50.0
Improving <i>market share</i> to 53% in Guilford County. Other goals are set for Rockingham, Randolph and Alamance counties	47.7	N/A	N/A	51.5	53.0

Outcome measures for the new Community Health Program are also currently being established. ■

## Making Rounds

## The Cafeteria

The cafeteria has expanded its hours of operation to better serve our employees and visitors. The new hours are:

## Breakfast

Hot food served:  
6:30 am - 9:00 am  
Other items available until:  
10:30 am

## Lunch

Hot food served:  
11:00 am - 2:00 pm  
Other items available until:  
4:00 pm

## Dinner

Hot food served:  
5:30 pm - 7:00 pm  
Other items available until:  
7:00 pm

## Twilight

Hot food served:  
12:00 am - 2:30 am

**Department: Respiratory/Physical Therapy****Reported by: Martha Prudhomme**

Congratulations to the following RT's who passed the Pediatric/Perinatal Registry Exam offered by the National Board for Respiratory Care: **Amy Black**, RRT; **Sherry Dasnoit**, RRT; **Jenny Merzoin**, CRTT; **M.G. Roberson**, RRT and **Jerri Tripp**, RRT.

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

We will miss **Sharon Bailey**, RT-R, who is moving to Korea with her husband; **Jill Johnson**, RT-R, who is moving to Mississippi with her husband; and **Linda Yorko**, RT-R, will no longer be working week-ends.

**Department: Medical Records****Reported by: Paula Vosburg**

Please welcome **Denise Jefferson**, Clerical Assistant I and **Sam Ore**, Supervisor.

**Kerri Stanley** was promoted from Clerical Assistant I to Clerical Assistant II.

**Department: Patient and Family Services**

We are pleased to welcome **Myra Jackson**, Social Work Supervisor, to our department.

**Department: Medical/Surgical Unit****Reported by: Kay Newman**

Congratulations to **Angela Walker**, RN, on the birth of a daughter, Lindsey, in March and also to **Debbie Hill**, RN, on the birth of a daughter, Danielle, on April 26.

Congratulations to **Bridgette Byrd**, NSMT, and **John Gowly**, NSMT, who both recently graduated from UNCG School of Nursing. Bridgette also recently passed her state board exams.

**Nancy Wilkinson**, RN, CNS, was awarded the Sigma Theta Tau Master's Research Award.

**Department: NICU****Reported by: Penny Blake**

Please welcome **Nikki Meadows**, NT, to our department. Congratulations to the following employees on their promotions: **Marshal Sparks**, to CNC; **Jody Hasbrouck** to RN III; and **Susan Matthews** to RN III.

Welcome to **Laurie Keese**, RN, who recently transferred from NT 5500 from Cone.

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

A big welcome to **Amanda Woods**, NT II. Congratulations to the following NT II's who have been promoted to RN's: **Lisa Smith**, **Charlene Perez**, **Stephanie Hudnell**, **Lynette Brown** and **Alice Morrison**, who received her BSN in May '95 and graduated Summa Cum Laude and Sigma Theta Tau.

Welcome to **Donna Coley**, RN III, who recently transferred from Birthing Suites.

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

We would like to welcome **Betty Vilnor**, NS, to our unit. Congratulations to **Brenda Young**, on the birth of a son on May 29, 1995.

Congratulations to **Linda Lusk**, CNC, on her June marriage to David Zeyfang.

**Department: Labor & Delivery****Reported by: Kay Boswell**

Welcome to **Lisa DiPietro**, RN II; **Tamara Breyer**, RN; **Tracy Johnson**, RN; **Marilyn Smith**, NT; **Carolyn Lee**, NS; **Tracy Johnson**, RN; **Christine Riley**, RN;

**Tanya Toshumba**, CNC; **Tina Morris**, CNC; and **Elaine Alexander**, CNC.

Congratulations to **Devona Sands** and her husband Keith on the birth of their son, Adam, on May 22, and to **Michele Taylor** and her husband Mark on the birth of their daughter on June 7.

Please congratulate **Elaine Alexander**, CNC, and **Tina Morris**, CNC, on their recent promotions.

**Cat Doyle**, RN, has transferred from AICU to Birthing Suites.

We will miss **Doris Gregory**, who is retiring after 25 years with Moses Cone/The Women's Hospital. We thank her for her dedication and hard work.

**Martha Eakes**, RN II, was recently awarded the first School of Nursing Teaching Excellence Award for her work as a lecturer at UNCG School of Nursing.

**Sandra Blackburn** has completed her nurse midwifery training and is leaving to practice in Smithfield, NC.

**Department: Environmental Services****Reported by: Dorothy Campbell**

We would like to welcome **Marilyn Troyer** and **Mary Garner** to our department.

Congratulations to **Patrick Perryman** and **Charles Simpson** who each received a Certificate of Appreciation for Ideas in Action.

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

Please welcome the following new employees: **Lisa Adair**, RN, Level I, Medical/Surgical Unit; **Amy Jessup**, Administrative Intern, Executive Office; **Troy Blackmon**, Food Service Technician, Dietary Services; **Stephanie Elder**, Nurse Extern, Mother/Baby Unit; **Greg Henderson**, Phlebotomist I, Laboratory; **Brenda Skinner**, Admitting Nurse, Operating Room; **Marilyn Troyer**, Environmental Services Technician, Environmental Services; **Mary Gardner**, PBX Operator, Communications; **Andrew Conklin**, Grounds Assistant, Plant Operations; **Thomas Cullen**, Safety & Security Officer, Safety & Security; and **Amy Hedgecock**, Pharmacy Technician, Pharmacy. Please congratulate the following employees on their promotions:

**Cheryl Britt**, Nursing Technician II, Maternity Admissions; **Susan Matthews**, RN Level III, NICU; **Jody Hasbrouck**, RN Level III, NICU; **Elaine Alexander**, Clinical Nurse Coordinator, Birthing Suites; **Tina Morris**, Clinical Nurse Coordinator, Birthing Suites.

The following employees have recently transferred from Moses Cone: **Cheryl Britt**, Maternity Admissions; **Dawn Placke**, Operating Room; **Jonathan Sullivan**, Laboratory; **Cindy Nemargut**, Laboratory; **Kathy McMillian**, Admissions Services. ■

**James R. Whiting**

*Executive Vice President*

The Women's Hospital of Greensboro

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THE  
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