

## The Women's Hospital Celebrates Five Years of Caring for Women and their Children

For five years, The Women's Hospital of Greensboro has been a home for miracles. From births, to quality medical care for women, as well as educating the community through workshops and seminars, The Women's Hospital has been actively involved in the health, well-being and future of our community's women and children.

As employees, physicians and volunteers of The Women's Hospital, we have seen first-hand how the hospital has evolved in providing women in the community with personalized, professional healthcare in a family-centered environment.

In the past five years, The Women's Hospital has delivered 19,126 babies; performed 10,832 inpatient and 8,387 outpatient surgical procedures; cared for 1,938 infants in the Neonatal Intensive Care Unit; performed 36,987 ultrasounds and 11,868 mammograms and had a class attendance of more than 26,500 women for a variety of programs, seminars, and workshops on prepared childbirth, parenting, infant care and on health issues important to women.

Established by the Moses Cone Health System in November of 1990, The Women's Hospital has grown since its inception and has expanded its services and programs to not only offer maternity services, high-risk obstetrics, the area's only Level-III Neonatal Intensive Care Unit, a Medical and Surgical Care Unit, a Day Surgery Center, a Breast and Ultrasound Imaging Center, and a Women's Education Center, but also new services in gynecologic oncology, a diabetes in pregnancy program, antenatal care and stereotactic breast imaging.

At a press conference held on November 2, Jim Whiting, Executive Vice President, announced these new programs to members of the local media. He also discussed our accomplishments in the last five years, statistics, and research and community relations, explaining how The Women's Hospital is at the forefront of health issues that challenge women in our community — we are involved with the Women's Health Initiative, the largest national research study for women, with the Guilford County Coalition on Infant Mortality, the Task Force on Teen Pregnancy and annually co-sponsor the Women's Only Run with Omega Sports, which raises money for a mammography scholarship fund for women who cannot afford a mammogram and who are uninsured.

Also at the press conference, Dr. Joseph Halperin, Medical Director of the Moses Cone

Health System's Regional Cancer Center, introduced our new gynecologic oncology program, followed by Dr. Elizabeth Eagle, Medical Director of Radiology, who discussed breast cancer diagnostic options, emphasizing our stereotactic breast biopsy program and new ultrasound capabilities. Dr. Larry Ransom, Director of Neonatal Medicine, presented information on trends in neonatal intensive care and then gave a tour of the Neonatal Intensive Care Unit.

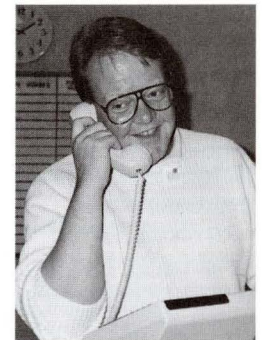
"I'm very proud to be a part of an organization that works so very diligently to improve the lives of women and infants in our community. Our commitment to high quality and efficient patient care, community education and innovative programming establishes us as a unique and valuable institution," said Jim Whiting.

In November, The Women's Hospital took a moment to celebrate this milestone with several events in recognition of our fifth anniversary, including an "Employee Birthday Party," a combination anniversary party and Neonatal Intensive Care Unit Reunion held on November 4, and a special public seminar, "New Adventures: Pregnancy and Parenthood," held on November 11.

"The Women's Hospital has grown to serve the community in many different ways in its first five years of existence, through a carefully balanced approach of advanced clinical programs and an understanding of the need for caring and support in women's quest for enhanced health. The Women's Education Center has truly charted new territory through innovative educational offerings to all segments of our community," said Kate Ahlport, Vice President, Community Health, Moses Cone Health System, who was instrumental in the hospital's conception.

"One of the nicest things about the hospital is that, despite its growth, it has retained a caring, family atmosphere, thanks to a wonderfully unique staff," she added.

As we look to the future, with each year we learn more about the needs of women and take our own "baby steps" forward in providing the best in services, programs and care. We thank all of our employees, volunteers, physicians and members of the community for their support as we continue to assist in the miracles of our future and grow yearly to better serve Greensboro. ■



# The Women's Hospital Grand Opening November 1990

## Where We Were Five Years Ago

While The Women's Hospital has grown over the past five years, adding new services and new employees, many staff members have been with The Women's Hospital since its conception. In recognition of our fifth anniversary, many have taken the time to reflect on our many accomplishments.

"The Women's Hospital is viewed as an outstanding place in the community. People come here to share their most intimate moments, and we should be proud of that. In the community, when someone considers the birth of their child, The Women's Hospital immediately comes to mind as a caring institution, a beautiful facility - simply the place to go for this experience. Several friends have shared these comments with me. It's a great feeling to work in a place that brings others joy."

—Joe Davis, Supervisor, Materials Management.

"We see a much wider range of patients here than we did when we started five years ago. Patients who undergo surgery or give birth at The Women's Hospital receive more education about their conditions and also about their medical treatment. The entire patient care experience here is more family focused."

—Tanya Corbitt, RN, Medical/Surgical Unit

"I've seen an improvement in the care of smaller babies due to the use of artificial surfactant, which has helped in reducing the occurrence of chronic lung disease. Prenatal care has also improved thanks to Dr. Grandis and other obstetricians."

—Tina Hunsucker, Director, Neonatal Nurse Practitioners

"The hospital has grown a great deal in size, with the renovations five years ago, and also in the number of employees. It's nice to see so many new faces. The quality of care our nursing staff provides continues to get better and better — they provide a great atmosphere for patients."

—Robbie Ivey, Mechanic III, Plant Operations

"The Women's Hospital certainly has grown - in population and in expansion. It changes greatly with the times, which is very important now since medical care is moving in new directions."

—Kathy Lawson, Nurse Manager, Mother/Baby Unit

"Since I have been with the hospital, I have seen the transition from being a medical/surgical hospital for both men and women to becoming a specialty hospital for women only with a focus on OB/GYN care. It's exciting to see the growth and how we continue to develop in this area."

—Grace Wallace, Nurse Manager, Surgery/PACU

"Our staff's roles continue to change. Our pharmacists have been assisting with NICU rounds for the last several years where it had previously only been accomplished by Peter Gal, Director of Pharmacy Education at AHEC. Now, our staff is just beginning to have input into OB rounding. This multidisciplinary approach to patient care has been the biggest improvement in hospital care over the last five years."

—Becky Campbell, Director, Pharmacy



1



2



3



4



5

1. The Women's Hospital sign officially goes up for the grand opening in 1990.

2. Former Chairman of the Board, William Hemphill, Kathy Brigham, Clinical Nutritionist and her baby, and other NICU graduates, assist at the ribbon-cutting ceremony.

3. Beverly Cleveland, Manager, General Accounting, models maternity fashions at the public opening.

4. Ella Edwards, Administrative Director, Laboratory, and Micky Henderson, Medical Technician, Laboratory, at The Women's Hospital Opening Gala for physicians and community leaders.

5. Helen Sullivan, Director, Radiology, at one of the opening galas.

# Understanding Managed Care - A Glossary of Terms

Healthcare reform is only beginning. The changes that are occurring can be collectively described as *managed care*. At its simplest definition, managed care is an attempt to manage the cost of healthcare. Typically, under managed care, enrollees are assigned a primary care physician who meets most of their needs while arranging referrals to specialists and requiring preauthorization for hospital care and other services.

From the broadest perspective, *managed care is any plan, process or mechanism which attempts to impact the price of healthcare, the site where healthcare is delivered or the utilization of service*. In practical application, however, the techniques used to manage costs are widely varied, and are still changing rapidly.

As Moses Cone Health System moves in the direction of managed care, it is important to understand the basic concepts. To make sense of some of the key terms associated with managed care, consult the following glossary.

**ALTERNATIVE DELIVERY SYSTEM (ADS)** - Describes “nontraditional” methods of providing healthcare services such as ambulatory surgery, transitional care, etc.

**CAPITATION** - A fixed monthly or annual payment to a healthcare provider to cover all services provided for an individual. This reimbursement system emphasizes wellness since a fixed amount offers providers an incentive to keep patients well. This is the opposite of our existing fee-for-service system in which payments are made for each service provided.

**CASE MANAGEMENT** - A healthcare delivery system that focuses on coordination of patient care across the continuum. That coordination includes the facilitation and achievement of quality, clinical, and cost outcomes through negotiation and procurement of appropriate resources and services, intervention at variance points, and creation of opportunities for enhancement of outcomes.

**CLINICAL PATHWAYS** - A day-by-day set of expectations for the major components of care a typical patient should receive during his or her hospitalization. The diagnosis-specific, multidisciplinary clinical pathway establishes the daily steps of care that are necessary for a patient to be appropriately discharged on a timely basis. The clinical pathway provides a method for tracking patient progress toward discharge and helps to identify opportunities for improving the delivery of patient care.

**COINSURANCE** - The portion of the cost for the care the insured receives and for which he or she is financially responsible. Usually this is determined by a fixed percentage, as in major medical coverage. Other coinsurance applies after a specified deductible has been met.

**COPAYMENT** - A fixed amount that a healthcare recipient pays for healthcare services regardless of cost.

**DEDUCTIBLE** - The part of an individual’s healthcare expenses that the patient must pay before coverage from the insurer begins.

**DIAGNOSTIC RELATED GROUPS (DRG’s)** - Classification system developed for the Medicare program

using 495 major diagnostic categories based on the ICD-8 code. This procedure assigns patients into case types that are used to analyze patient case mix in hospitals and determine hospital reimbursement.

**DIRECT CONTRACTING** - Individual employers or business coalitions contract directly with providers for healthcare services with no HMO/PPO intermediary. This enables the employer to include in the plan the specific services preferred by its employees.

**FEE-FOR-SERVICE** - Refers to a group that charges the patient according to a fee schedule at the time of service. Each service has a set fee.

**GATEKEEPER** - A primary care physician in an HMO who makes referrals. His or her function is to reduce healthcare utilization and costs.

**GROUP MODEL HMO** - There are two kinds of group model HMO’s. The first type is called the *closed panel HMO*, in which medical services are delivered in the HMO-owned health center or satellite clinic by physicians who belong to a specially formed but legally separate medical group that only serves the HMO. The group is paid a negotiated monthly capitation fee by the HMO, and the physicians in turn are salaried and are generally prohibited from carrying on any fee-for-service practice. In the second type of group model, the HMO contracts with an existing, independent group of physicians to deliver medical care. Usually, an existing multispecialty group practice adds a prepaid component to its fee-for-service mode and affiliates with or forms an HMO. Medical services are delivered at the group’s clinic facilities and the group may contract with more than one HMO.

**GROUP CONTRACT** - An agreement between a health insurer and subscribing group specifying rates, performance covenants, relationships among parties, schedule of benefits, and other conditions. The term is generally limited to a 12-month period and may be renewed after that.

**HEALTH ALLIANCES** - A group composed of several employers in a region that would serve as a group purchasing organization for all individuals in the alliance. The group’s efforts would be focused on seeking the highest quality of health service for the most economical price from community health networks.

**HEALTH MAINTENANCE ORGANIZATION (HMO)** - A health plan offering consumers a defined set of benefits for one monthly or annual fee. Enrollees may choose from a pool of physicians or hospitals and then select a primary care physician who must either provide care directly or authorize referrals. Copayments and deductibles vary with different HMO’s.

**INDEMNITY CARRIER** - Usually an insurance company or benevolent association that offers selected coverages within a framework of fee schedules, limitations and exclusions as negotiated with subscriber groups. Enrollees are reimbursed after carriers review and process filed claims.

*In the December issue of [Viewpoint](#), we will review a second set of managed care terms. This article is the first in an ongoing series on managed care.*

# 19th Annual NICU Reunion & Fifth Anniversary Celebration

## The Votes Are In!

### Top 10 Most Popular Baby Names at The Women's Hospital

#### Boys

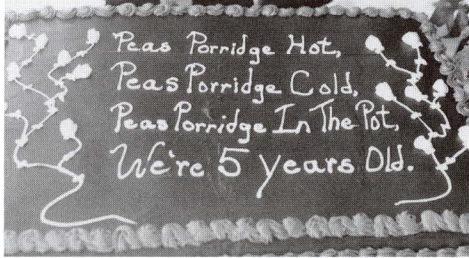
1. William
2. Joshua
3. Christopher
4. Michael
5. Matthew
6. Brandon
7. James
8. Jacob
9. Zachary
10. Justin

#### Girls

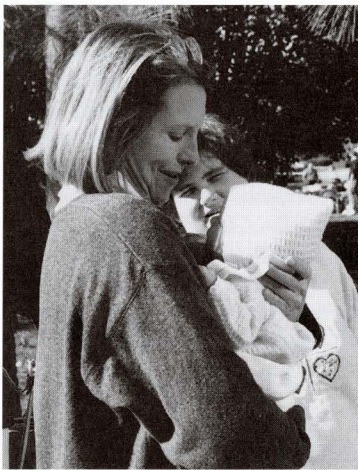
1. Ashley
2. Sarah
3. Brittany
4. Jessica
5. Taylor
6. Lauren
7. Hannah
8. Morgan
9. Megan
10. Tie: Elizabeth  
Mary

\*from 1993 to the present

More than 250 children and their families attended the 19th annual Neonatal Intensive Care Unit Reunion held on Saturday, November 4, 1995. In addition to all of the graduates of the NICU, 200 children born during our anniversary week every year since 1990 were also invited to share in the celebration in honor of our fifth anniversary. Kids enjoyed games, a "moonwalk," a magic show, face-painting, cake, cookies and other treats, and had their picture taken with "Zimba the Lion."



▲ The Women's Hospital's "birthday" cake ties together the theme of our fifth anniversary and the NICU reunion.



▲ LaVonne Beach, Vice President, Patient Care, visits with babies and their families.



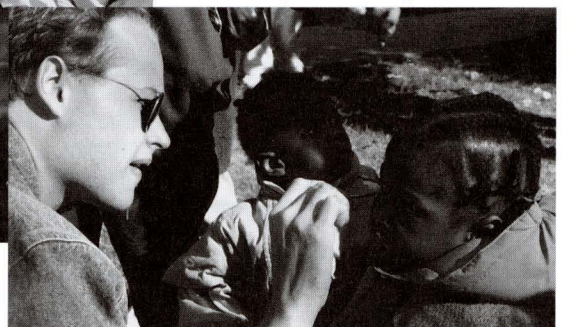
▲ Peggy Matthews, Director, Women's Education Center, clowns with a NICU graduate and her mom.



▲ Leigh Ann Darty, Social Worker, Patient & Family Services, and her daughter, Kaleigh, pose with "Zimba the Lion."



▲ Rose Hood, Associate Director, Mental Health Education, AHEC, and Peggy Matthews entertain the kids with their clown act.



✦ Children get their faces painted.

## A Day in the Life. . .

### LaVonne Beach, Vice President, Patient Care

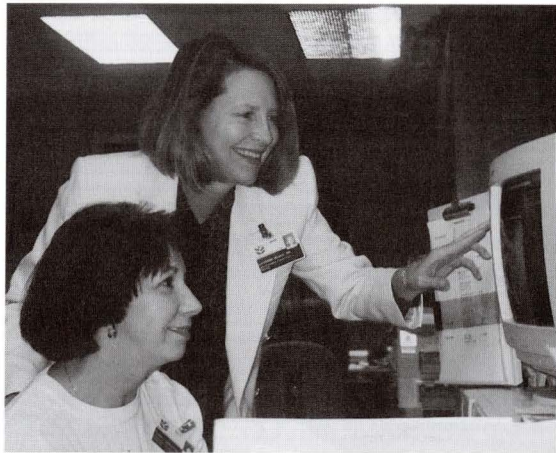
Since The Women's Hospital opened its doors in 1990, LaVonne Beach has been a familiar face around the hospital. As Vice President of Patient Care, LaVonne can be seen frequently throughout the hospital, as she regularly makes her rounds to the different nursing units she supervises. Her job involves supervising managers from 11 departments, including Mother/Baby Unit and Central Nursery; Birthing Suites and Maternity Admissions; Director, Projects; Infection Control/Employee Health; Employee Education; Perinatal Education; Surgical Services; NICU; Medical/Surgical; and Care Management, which encompasses Chaplaincy, Patient and Family Services and Case Management.

LaVonne has been with the Moses Cone Health System for 15 years, and has been involved in nursing on and off for even longer. She began her career as a labor and delivery nurse at Moses Cone in 1970. Then she became a perinatal educator for a private practice. After completing her masters degree in Nursing Administration at UNCG, and her residency in Nursing Administration at Moses Cone Hospital, LaVonne left her position as head nurse of the post-partum unit to raise her three children. She then returned to Moses Cone Hospital as the Director of Quality Assurance, where she also worked with Martha Royal, until she began her current position when The Women's Hospital opened five years ago. "My training in nursing and my experience working in Quality Assurance gave me a varied background for my current position as Vice President of Patient Care. Patient Care is central to each practice division," LaVonne said.

A typical day for LaVonne begins bright and early at 6 a.m. at her home in High Point. After getting her 17 year-old son off to school, she makes her daily commute to Greensboro, arriving at work by 8:15 a.m. sharp. Throughout the day, she conducts meetings with the department managers, works on various projects, and attends planning sessions for projects that pertain to our hospital as well as the whole Moses Cone Health System. "I keep in close contact with the managers of the departments I supervise," LaVonne said. "We have monthly meetings, so I usually meet with a department head almost everyday."

LaVonne says she likes to be visible in the departments she manages and tries to make rounds once or twice a day, so she can keep up-to-date on things that are happening. Although she spends a large part of her time in planning with department managers or other members of the administrative team, she makes sure the meetings are productive. "I always have an agenda and also a goal we have to accomplish at each meeting," she said.

LaVonne has focused this year on several projects that have recently been completed. "We worked with Advanced Home Care in successfully changing the 48 hour-stay policy for new moms to 24 hours," she said. "I think this is an important step for us in improving the continuity of care for the patient." She also worked with Advanced Home Care in providing continuous training to the clinical nursing staff. "One of my main focuses in my monthly meetings with nurse managers is streamlining care, to ensure that we are doing things efficiently, but also correctly," she added. She also meets monthly with Nancy Higginson, Vice



▲ LaVonne Beach, Vice President, Patient Care, works on organizational charts with Terry Osborne, Executive Secretary, Nursing Administration.

President of Nursing at Moses Cone Hospital, to make sure nursing procedures and policies are coordinated on both campuses.

Another project she was involved with was with the TQM task force focused on reducing the time for pre-admission procedures for same-day surgery patients. Their recommendations reduced the pre-admission procedure from two and a half hours to 72 minutes. "We were basing our recommendations on the idea that most of same-day surgery patients were working women who needed to be in and out in one hour, so we got as close to 60 minutes as possible," LaVonne explained.

Currently, LaVonne is in charge of the planning for the refurbishment of the first floor, in which she is coordinating plans with several key departments in the hospital. She has also been extensively involved with developing the gynecologic oncology program, led by Dr. Clarke-Pearson. "This program has really grown since we started in May," LaVonne said. "It has enabled us to treat gynecologic oncology patients here in the community rather than having them go to larger medical centers for treatment."

In addition to her daily activities, LaVonne serves as the contact person for the hospital's involvement with the Women's Health Initiative, the largest national research study for women's health; as the facilitator of Nursing Recognition Week, which sponsors Nurses Week and the Nursing Excellence Awards; and is involved with the Moses Cone Health System's United Way Campaign.

What LaVonne enjoys most about her job is the opportunity to take a good program and make it even better. "I am always looking for ways to improve programs and procedures to benefit both patients and employees," she said. "It is a continuous challenge to make things better and more fulfilling for both." She explains that she is very supportive of continuing education for staff, "Education improves us both professionally and personally by helping us to understand how we impact our environment and it impacts us," she noted. ■

## Auxiliary Update

Our first gold sale was a huge success and plans are already underway for next year's. Our thanks to the volunteers who helped with the event and to the employees for their support.

Our second annual **Poinsettia Sale** will take place on **Friday, December 1st from 10 a.m. to 4 p.m.** in the main lobby. Prices for plants are \$6.95 for small plants, \$11.00 for medium plants and \$15.50 for large plants. Poinsettias and plants will be dressed for the holidays, so be sure to get yours early. Plants that are paid for can be held until the end of your shift.

## TQM Team Makes Room Reservation Process Easier

Reserving a room for your next meeting, luncheon or event will now become a lot less complicated, thanks to the TQM team that has been hard at work improving the room reservation process.

Most people assume that reserving one of the classrooms in the Women's Education Center is a fairly simple task — but what many people don't realize is that the process involves three separate departments in the hospital: Women's Education Center, who keeps track of room schedules; Nutritional Services Department, who provides meals or refreshments to meetings or special events in these classrooms and Environmental Services, who sets up the rooms according to the type of function. With so many individuals involved, the process had become increasingly more complex.

A TQM team, which has been meeting regularly since November 1994, was developed to design an effective organizational process to manage meeting room reservations to meet customers' expectations. According to team member Peggy Matthews, Director of the Women's Education Center, determining just who those customers were was one of the first steps in their process. "Barbara Griffith with AHEC and other team members created a survey dealing with the room reservations process. This was sent to everyone who uses the classrooms, including external organizations as well as internal departments," Peggy said.

Led by Eileen Kerr, Director of Public Affairs and facilitated by Jack Smith, Director of Environmental Services, the team went through step-by-step and charted how room reservations were made and the responsibilities of the three departments involved. After all of the results from their survey were calculated, the team then determined the top 10 problems with the current process, and from this they developed a set of solutions.

The team will make their recommenda-

tions in December and some they have proposed include the use of a new form for reserving a room, which has already been pilot tested with the most frequent users within the hospital and has received positive feedback; a standardization of menus and room set-ups; guidelines for users to follow when requesting a room; and internal policies between the Women's Education, Nutritional Services and Environmental Services departments.

Perhaps the most helpful solution the team conceived and which is currently being used, is the installation of a new computer system called "SCHED-U-ALL," which links all three departments and helps coordinate the process. The Women's Education Center acts as the administrator of the computer program, with Nutritional Services and Environmental Services also able to use parts of it in their departments when someone reserves a room. Pam Myers, Secretary in the Women's Education Center, who joined the team in February, has been praised by her fellow team members in the use of this new program. "Pam should really be commended in learning this program in a such a short amount of time and then working with Dorothy Campbell from Environmental Services and Nicole Keith in the Nutritional Services department to make sure everyone who needed to know the computer system was trained," said Peggy. "Now, all three departments are interfacing via computer to meet customers' expectations for room reservations and food requests."

The team expects that all of their recommendations will be put into effect after the first of the year, but the use of the new computer system has already proved to alleviate a lot of hassles with the process. "The three departments involved in the room reservations process have really worked together to make this a successful project," Peggy added. "Everyone has been extremely committed to this team's work, which has helped in achieving our mission." ■

### TEAM MEMBERS:

Eileen Kerr,  
Team Leader

Jack Smith,  
Facilitator

Karen Bell

Terri Burleson

Dorothy Campbell

Sally Copeland

Kent Freeman

Barbara Griffith

Nicole Keith

Peggy Matthews

Pam Myers

Valeria Pritchett

# We Receive Letters

Dear Friends:

I feel I must say thanks to some special friends, that a few months ago were strangers, but have played such an important role in my life and the lives of my family.

Thanks to Peggy Matthews for her guidance and help. To the Women's Health Initiative, who is doing such an important job to help research for all women - you make all women special. To the young woman who does the mammograms at The Women's Hospital; no one could be more committed to her job and serious about doing it at her best. To Dr. Rebecca Kennedy, whose skillfulness and consideration of my feelings are rarely found. To the anesthesiologist, in my stress, I'm ashamed to say I forgot his name, but I will never forget his kindness. To Dr. Anita Lindsey; I'm so thankful to have your expertise and your wonderful caring attitude.

And, speaking of attitude, every single nurse who took care of me had the same combination of professionalism and sincerity to me and also to my family. My family was shown every consideration as well. Thank you God, for Dana Litaker, who steered us to The Women's Hospital - maybe I can do the same for someone else.

Sincerely,  
Joyce Dudley

To: The Women's Hospital of  
Greensboro Staff

My last few weeks in Greensboro were some of the happiest in my life. I was overwhelmed by the profusion of kindness and love accorded to my wife and me. The "roast" by the Family Practice Residents, featuring Kathy Smith's poem; the dinner at Cafe Pasta, featuring "Myrtle Beach" by the Cone Outpatient Department; the farewell reception by The Women's Hospital, the party at Mugg's Deli, organized by Denise Shessler and Diane Murphy, and featuring Denise's poem; the luncheon by the HERS staff, featuring Kay Nelson's poem, and the party at Club Zero with Wendy Bass as the cage dancer were all greatly appreciated. The gifts and cards were all very thoughtful and will be cherished. I especially appreciate the many comments of support and well wishes for success in my "great adventure."

Perhaps the thing that I will miss most is the camaraderie among all of the employees at The Women's Hospital. Your ability to be supportive of one another, to set personal problems and feelings aside, and to truly work together as a team to ensure excellent patient care are qualities that I hope to promote at Prince George's Hospital Center.

During the party at Mugg's Deli, we all danced to the song "We Are Family." I considered this the highlight of the evening because we are indeed a family. Though I am no longer with you physically, you will continue to remain in my thoughts, my heart and in my prayers.

Warmest Regards,  
Raymond L. Cox, M.D.



## HOLIDAY EVENTS:

**December 7**  
**Christmas Door-**  
**Decorating**  
**Contest**  
Best-dressed door  
wins \$\$\$!

**December 14**  
**7:30pm - 8:30pm**  
**Family Night**  
Bring the kids to  
visit Santa and deco-  
rate cookies!

**December 21**  
**2 pm - 6pm/**  
**third shift:**  
**12:30am - 2am**  
**Employee**  
**Christmas Party**  
Classrooms 1 & 2

## Organization Offers A Variety Of Positions

Moses Cone Health System offers many different types of positions from which employees can choose. These groups of positions, called *clusters*, include general support, administrative support, management systems (a new category), professional management, professional clinical, patient care, nursing and The Extended Care Center. Each of these clusters offers many different positions, all with varying levels of responsibilities and salaries.

Employees often choose one cluster and gradually advance by changing positions within that cluster. For example, an employee may be promoted within the administrative support cluster several times, advancing from a Clerical Assistant III to Clerical Assistant IV to Secretary I to Secretary II and finally, to Executive Secretary. To progress within this cluster, an employee may choose to transfer to different departments as opportunities arise. An employee can also be promoted within his or her own department if openings exist and if the individual has the necessary qualifications and background.

It is also possible for an employee to work within one cluster and transfer to a different cluster to further his or her career. For instance, an employee who holds a clerical position may decide he or

she would like to work more closely with patients. There are several positions within the patient care cluster which do not require prior experience or a certain educational background. In this case, the employee can usually transfer and receive on-the-job training. Or, if an employee has a genuine interest in patient care but does not have the necessary education or training, the organization's Educational Assistance Program can help by providing financial support to employees who want to further their education.

With more than 500 positions within the organization, the possibilities for career transfers and promotions are almost limitless. If you are not sure where your career path is leading, take time to consider your long-term goals and how Moses Cone Health System can help you reach your professional aspirations. The Career Counseling Program, the Human Resources Recruitment Department and your manager are here to help you make the most of your career.

*This is the final career development article in a six-part series. If you are interested in developing your career, please contact the Human Resources Recruitment Department at Ext. 7827.*

## Making Rounds



### Be a Holiday PAL for United Way

Beautiful crystal ornaments embossed with the Moses Cone Health System logo are on sale now for \$10 each. Orders will be taken through December 6; order-forms should be returned to the cashier's office on the ground floor. Proceeds will go to United Way.

#### Department: Personnel

##### Reported by: Marcia Thomas

Please welcome the following employees: **Suite Herbert**, Food Service Tech, Dietary Services; Tracy Miller, Nursing Secretary/Monitor Tech, Medical/Surgical Unit; **Laura Weddle**, Nursing Technician I, Birthing Suites; **Marla Gilmore**, Phlebotomist II, Laboratory; **Cheryl Madyda**, RN II, NICU; **Linda Maness**, RN II, Maternity Admissions; **Kanniammal Ramasamy**, RN II, AICU; **Michael Richardson**, Food Service Technician I, Dietary Services; and **Michele Shaw**, Pharmacist, Pharmacy.

Please congratulate the following employees on their recent promotions: **Charlene Harvell**, PBX Operator, Communications and **Lindy Heath**, RN II, NICU.

**Georgia Presnell** recently transferred from Cone to OB/GYN Medicine.

#### Department: Lactation Consultation

##### Reported by: Terri Burleson

**Sandra Shields**, RN, was recently certified as an International Board Certified Lactation Consultant.

#### Department: Environmental Services

##### Reported by: Dorothy Campbell

Please welcome **Drucilla Mcrae**, Environmental Services Tech.

Congratulations to the following employees who were chosen as Employee of the Month: **Gerri Watkins** (August); **Mary Maynard** (Sept.) and **Viola Bryant** (Oct.).

#### Department: Medical/Surgical Unit

##### Reported by: Cynthia Marshall

Welcome to **Tracy Smith**, NSMT, **Annette Briggs**, NSMT and **Cindy Castens**, RN, who transferred from Unit 5000 at Cone.

**Lydia Duncan**, RN, was nominated for a Nursing Excellence Award.

**Chris Galloway**, RN, will attend the NCNA State Convention in October.

#### Department: Maternity Admissions

##### Reported by: Helen Snead

We would like to welcome **Linda Maness**, relief RN II and **Lisa Adair**, relief RN II.

**Brenda Erdy** was recently promoted from RN II to RN III.

**Vicki Barlowe**, NT II, has transferred from AICU to Maternity Admissions.

**Lynette Watson**, RN, was nominated for a Nursing Excellence award.

#### Department: OB/GYN

##### Reported by: Pat Crisp

**Deirdre Bledsoe**, CNM, led a Case Presentation conference at The Women's Hospital on October 27. Sixteen nurse-midwifery students and preceptors from throughout the state attended the meeting which was sponsored by Parke-Davis.

#### Department: Radiology

##### Reported by: Carrie Richards

Congratulations to **Cindy Church**, mammographer, and her husband, Ken, on the birth of twin girls, Breanna Nicole and Elizabeth Marie on October 25.

**Roxie Williams**, RT-R-M, previously a weekend X-ray technologist, will now be working full-time weekdays.

#### Department: Respiratory Therapy/ EKG/EEG

##### Reported by: Jackie Fulp

Please congratulate **Sherry Dasnoit**, RRT, on her marriage to **Jack Smith**, Director of Communications and Environmental Services, on October 28.

#### Department: Mother/Baby Unit

##### Reported by: Kathy Lawson

A big welcome to **Lynn Tatro**, RN, AC/CNC, Kristi Norris, NT, and **Tonya Sandifer**, NT.

**Marie Sinkiewicz**, RN, recently received her certification in lactation consultation. ■

#### James R. Whiting

*Executive Vice President*

The Women's Hospital of Greensboro

**Eileen Kerr**

*Director of Public Affairs*

**Cristi Phillips**

*Editor*

**Tracy Anderson**

*Contributing Writer*

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