



Viewpoint



Jim Whiting, Executive Vice President, plays with his son Kyle.

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United Way Agency Makes a Difference for Employees

Jim Whiting, Executive Vice President of The Women's Hospital of Greensboro, knows what a difference United Way can make for families in the community. Not only because he is involved in Moses Cone Health System's annual United Way campaign, but because he has first-hand experience with one of United Way's 37 agencies.

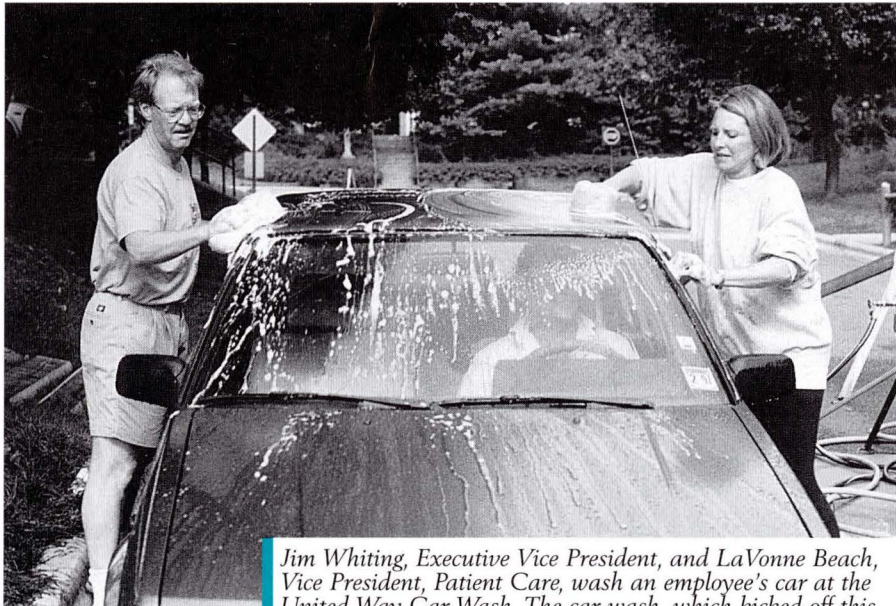
Jim's son, Kyle, is developmentally disabled as a result of an illness at birth. When Kyle was 2 years old, Jim and his wife searched for a program in Greensboro where he could receive speech and physical therapy. One of the places they visited was Gateway Education Center, and after meeting the staff and touring their facilities, they knew

this was an excellent choice for Kyle. With the help of Gateway's professional and caring staff, Kyle made great strides in his ability to walk and to begin communicating, and in turn, Gateway Education Center's staff also helped Jim and his family learn to communicate with Kyle and to help him learn at home.

"There are a lot of ways to attain speech and physical therapy for children in the community," Jim explained. "But what makes Gateway Education Center's program so special is the staff's dedication, commitment and caring support to both Kyle and to us as a family." Now 7 years old, Kyle attends special classes in public school, as well as summer programs at Gateway.

Connie Dixon, Office Assistant, Administration, AHEC, Moses Cone Memorial Hospital, also knows from experience the value United Way gives to the community. Connie, who was born with Cerebral Palsy, attended Gateway Education Center from the time she was an infant until graduating from their high school program. During her years at Gateway, she received speech and physical therapy as well as attended standard school classes such as math and reading. It was the skills she learned at Gateway that prepared her for her job at AHEC where she has worked for the last 10 years. "We had different classes and workshops that

United Way Car Wash a Success



Jim Whiting, Executive Vice President, and LaVonne Beach, Vice President, Patient Care, wash an employee's car at the United Way Car Wash. The car wash, which kicked-off this year's campaign and was held on both campuses, raised \$424.13 in donations for United Way.

United Way Agency Makes a Difference for Employees *from page 1*

taught us skills and helped prepare us for the real world," Connie said. Connie said she enjoys working at AHEC and if you have ever visited the AHEC offices, it is evident her co-workers love having her. She is a prime example of how United Way agencies serve individuals in need and help them become the best they can be.

The Gateway Education Center is proof that the Guilford County community has a commitment to the education and development of children and adolescents with handicaps, which would not otherwise be possible without the help of United Way. The Gateway Education Center is a union of the Greensboro Cerebral Palsy Association, a United Way-funded agency, and the Guilford County School System. In 1982, the school officially became part of the Greensboro Public School System. Since that time, the Greensboro Cerebral Palsy Association has purchased services for infants and pre-schoolers, and for summer and after-school programs, while the Greensboro Public Schools has supported

care for all public school-age children. The new Gateway Education Center facility opened its doors in June of 1983. The Center's program provides special needs children with a program of early intervention, to give each child the chance to achieve the best mind and body possible.

Gateway Education Center and Greensboro Cerebral Palsy Association are just one example of how the United Way benefits the Greensboro community. Your contribution to United Way helps agencies like the Greensboro Cerebral Palsy Association help people like Connie and families like the Whitings. Working together, we can make a difference in the lives of the people with whom we work and those who live near us — the people that are helped through United Way contributions. And if you ever need assistance from a United Way agency, they will be there for you also. Simply call the United Way In-Touch Referral Service at (910) 378-6630 to find out where to go for help.

AUXILIARY UPDATE

The Auxiliary is busy preparing for fall and will participate in several events in October, including the NICU Reunion on October 5 and a Christmas Stocking Workshop on October 26.

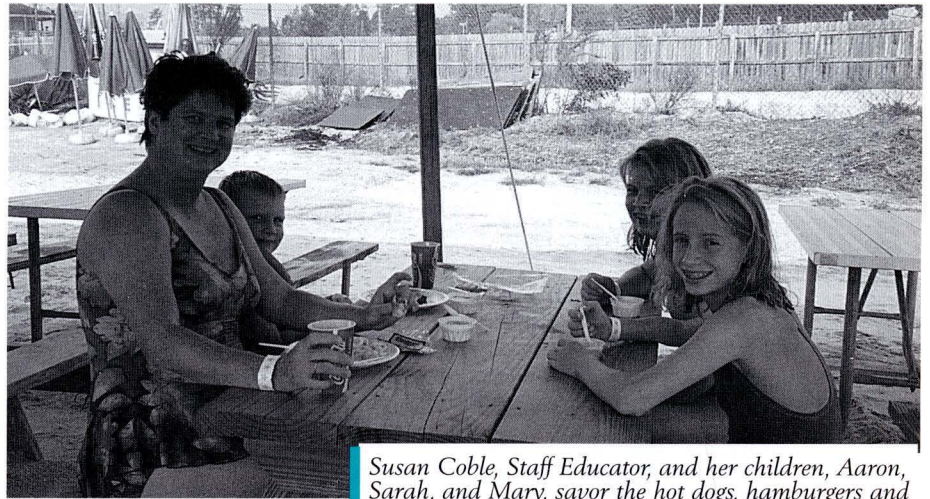
Halloween shirts and novelties are available in the Gift Shop, and boxed Christmas cards and 1997 calendars may be purchased at a 50 percent discount. Fresh flower arrangements are now being sold in the Gift Shop in addition to live plants.

The Gift Shop's Christmas Open House will be held on Wednesday, November 6 from 6:30 a.m. to 4:00 p.m. Guests can enjoy refreshments, door prizes and a 20 percent discount on Christmas purchases. Don't miss the Third Annual Poinsettia sale on Friday, December 6. Three sizes will be available priced at \$6.95, \$12.95 and \$17.95. Mark your calendars for the next uniform sale on Thursday, November 7, from 7 a.m. to 5 p.m.

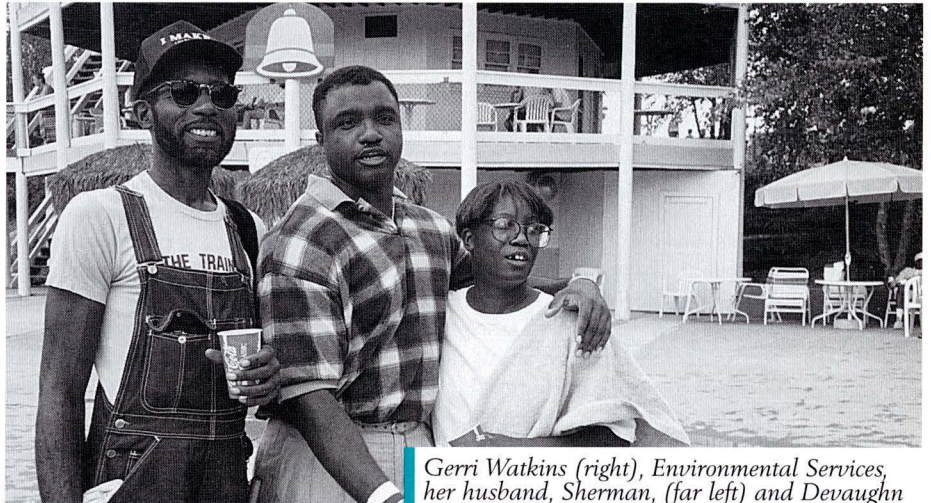


Annual Employee Picnic Makes A Splash

Moses Cone Health System employees enjoyed a day of fun in the sun at the annual employee picnic held at Emerald Pointe Water Park on September 8. Employees were able to take advantage of all the water rides and attractions as well as a cookout, volleyball, horse shoes, bingo, and door prizes. "Rubber Ducky" races raised \$363 for Camp Carefree and prizes were awarded for the fastest duck.



Susan Coble, Staff Educator, and her children, Aaron, Sarah, and Mary, savor the hot dogs, hamburgers and ice cream at the cookout.



Gerri Watkins (right), Environmental Services, her husband, Sherman, (far left) and Devaughn Jones from Moses Cone take a break from all of the day's activities.



Myra Kelly, Chief CRNA, Anesthesia, plays in the water with her kids, Mary Katherine and Dylan.

CareGiver Links Providers Across Care Continuum

Health-care providers need information to make decisions about patient care. They depend on the Laboratory for test results, Medical Records for patient histories and Radiology for X-ray outcomes. They count on dietitians for nutritional input and pharmacists for medication advice. Each discipline relies on information from the others to effectively manage patient care. To improve the availability of this information, Moses Cone Health System recently introduced CareGiver, a state-of-the-art computer program for sharing and storing patient information.

The Windows-based program allows medical and clinical staff to access information - including admission information, lab results and pharmacy records — quickly from work stations throughout the organization and in area physician offices. As the care delivery moves from the bedside into outpatient settings, information must be channeled across this continuum. By making the right information available in the right place at the right time, providers can reduce inefficiencies, cut costs and, ultimately, improve patient care.

Since Moses Cone Hospital implemented CareGiver last fall, we have seen a significant reduction in errors and a slight increase in nursing productivity. The program will be introduced at The Women's Hospital this fall and in select Health Services and physician offices during FY 97.

"One of the key differences in what we're doing now and what we've done in the past is that we're now focused on integrating information for the end user, the clinician, rather than concentrating on integrating technology," said Michael Lopez, Vice President, Management Systems. "The technology is there. It's integrated. But we have to be sure the information comes together and presents a complete record of the patient's clinical needs."

CareGiver is the organization's first step in developing an electronic medical record. It is the access tool for the Clinical Repository, our new database for long-term storage of patient information. The repository, which is the backbone of the electronic medical record, provides easier access to more patient data than was previously available through StatLan.

Computerized medical charts enable caregivers to view patient information simultaneously. For example, if a lab result shows a high level of trace metals, the laboratorian can check the pharmacy field to see what medications were prescribed. Or, before a specialist sees a patient for the first time, he or she can review previous X-ray reports, lab results, insurance information and primary care physician notes from his or her office. The new system also alerts clinicians when lab requests are received, medications are administered and test results are complete.

Most of our current medical charts are paper records. Because it's paper, it remains with the patient. If the patient goes to the Operating Room or Radiology, the chart goes too. Since the chart can only be in one place, only one clinician can view it at a time. This makes it difficult for the various disciplines (laboratorians, pharmacists, nurses, etc.) to coordinate patient care. Also, the record documents only a patient's inpatient care. Once the patient leaves The Women's Hospital or Moses Cone Hospital, the record is returned to Medical Records.

Following implementation of CareGiver across the care continuum, the organization plans to introduce an additional component — a transportable, hand-held transcription device. The digital device will allow clinicians to record vital signs, nursing information, procedural notes and discharge summaries from any location. The system will then send this information directly into the patient's electronic medical record for use across the network.

"We're looking forward to the day when the limits of expanding these databases and this information go beyond the organization of Moses Cone Health System and expand across the region so that we have a real longitudinal view of patient care and individual health-care needs," Lopez said. "Then the region will truly have the health-care system of the 21st century."

This article is part of a series on managing health-care changes. Look for articles relating to these changes in future issues of Viewpoint. If you would like to suggest a topic, please call Allison McGuire, Public Affairs, Moses Cone Hospital, at ext. 8131.

New Volunteer Program Provides "Make-Overs" for Patients

It's no fun being in the hospital on bed-rest, but a new volunteer service is helping to make this experience a little more pleasant. Susan Richman and Sonya Reed, new Women's Hospital volunteers, are now offering "make-overs," mini-facials and manicures for pre-term labor patients on bed-rest and other patients who are in the hospital for an extended period of time.

Since June, Susan, a Chanel representative, has been visiting patients on Tuesday mornings, beginning with moms in pre-term labor and then visiting gynecological oncology patients on third floor as her time permits. Many patients have commented on what a great idea the program is and how Susan has brightened their day by making them look and feel better. "It's important to stress that our volunteers do not try to sell their products to patients," said Ginger Penley, Director of Volunteer Services. "They focus on providing a nice service for patients to make them feel a little better while they are in the hospital."



Susan Richman, volunteer, gives a mom who is in the hospital with pre-term labor, a "make-over."

In addition to her job with Chanel, Susan is a full-time student at UNCG working on her Master's degree in counseling. She approached Ginger with the idea of a volunteer position that would provide a unique service for patients as well as pull together her employment skills and her educational goals.

Sonya, a Mary Kay representative, had experienced pre-term labor difficulties herself, and understands first-hand the monotony of extended bed-rest, which is why she became interested in providing this service to other moms. Sonya will begin

visiting patients once a week on Wednesdays once her orientation is complete. In addition to her Mary Kay business and volunteer activities, Sonya is also a full-time mom.

"We are constantly looking at ways to serve our patients and these volunteers' interest and skills help to make our patients' stay a little more enjoyable," Ginger said. "We are fortunate to have Chanel's and Mary Kay's support with this program."

If you know of a patient who is interested in this service, please call Public Affairs at ext. 6532.

Program Aims to Reduce Fire Related Deaths in Children

Each year in the U.S., 1200 children under the age of 14 die in residential fires and 11,400 are injured. Of those who died, 90 percent lived in homes without working fire detectors.

The Greater Greensboro Society of Medicine Alliance (GGsMA) established a program called S.A.F.E. Baby (Smoke Alarm For Every Baby) in February, in order to reduce the risk of fire and smoke related deaths and injuries in the greater Greensboro area. Every family leaving The Women's Hospital with a newborn now receives a voucher for a free smoke detector. Vouchers are redeemable at any Greensboro Home Depot store.

S.A.F.E. Baby was created by the GGsMA with the help of The Women's Hospital, Wesley Long Community Hospital and The Home Depot stores in Greensboro. The vouchers are included in

The Women's Hospital Maternity tote bag that each family receives upon discharge. The package also includes educational materials describing installation, maintenance of smoke detectors and fire safety for children.

The GGsMA also gave out the smoke alarm vouchers at the Neonatal Intensive Care Nursery Reunion on October 5. The theme of this year's reunion was "Fire and Safety Awareness." Children were able to meet and have their photo taken with Ranger Bear and his friends from Firestation #12 while learning about fire safety.

The GGsMA, established in 1926, has a long history of providing health-related programs benefiting all age groups in the community. The Alliance consists of 300 spouses of physicians dedicated to the health of America.

The Women's Hospital Craft Fair Set for November 1

If you have a hobby or an artistic talent, here's your chance to show it off at the Employee Craft Fair on Friday, November 1 from 7 a.m. to 5 p.m. in Classrooms 3 and 4. The registration fee is \$4.00 per table, and interested employees must register by sending (in writing) their name, type of craft, and department phone number to Cathi Shaffer, Pharmacy, by **October 23, 1996**. The Craft Fair is open to employees only and no solicitation of commercial products will be permitted. Come out on November 1st and support your fellow employees!

Proposed Merger Will Benefit Community

The proposed merger of Moses Cone Health System and Wesley Long Community Hospital will benefit the community in many ways: enhanced quality, decreased costs, increased access and improved efficiency. In addition, Wesley Long Community Hospital will create a \$50 million health foundation to address the community's health needs.

The merger will bring together two complementary health-care providers who share the same community tradition and goals for the future.

As a single health-care organization, Moses Cone/Wesley Long Health System will be able to manage current and future health-care changes. Patients will receive better care, and the community will be better served. By working together, Moses Cone/Wesley Long Health System will operate more efficiently and continue to provide the highest quality of care.

Employees have played and will continue to play an important role in the organization's success. Leaders of Moses Cone Health System and Wesley Long Community Hospital are committed to keeping employees informed throughout the merger process.

A joint telephone hot-line has been created for employees to ask questions about the merger. The telephone number is (910) 332-7323. Employee questions and comments will be addressed throughout this process in a newsletter dedicated to the merger.

Dennis Barry, Moses Cone Health System President, recently held a series of town meetings to explain the merger process to Moses Cone Health System employees and answer questions. Some of the most frequently asked questions were:

How likely is it that the merger will be approved?

Leaders of both organizations agree that we have a good case for gaining federal approval if there is no major opposition from third-party payers such as insurance companies or HMOs. The first step in seeking approval is to conduct a detailed study of the merger benefits to the community. A national firm is helping us

conduct the study. Both Moses Cone Health System and Wesley Long Community Hospital leaders said they expect the merger to enhance quality, decrease costs, increase access and improve efficiency.

After the study is complete, the federal government must approve the merger. When reviewing the proposed merger, the government will study the economic value and the potential community benefits to determine if there are any anti-trust violations. The entire process may take one year or more. While it is our intention to seek federal approval, another alternative is a Certificate of Public Advantage (COPA) at the state level.

Who could oppose the merger?

Third-party payers may feel that the merger will reduce competition. Dennis Barry and Gary Park, Wesley Long Community Hospital President, have spoken to many third-party payers and explained the benefits of the merger: enhanced quality, decreased costs, increased access and improved efficiency. In general, they responded positively to the proposed merger.

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Terms to Learn

Access - The right or ability to use a service. The proposed merger will make it easier for community residents to access or to use our services.

Anti-trust - Anti-trust laws keep transactions between competitors from substantially reducing traditional marketplace competition. There are many strong health-care providers in our region. We will be better able to compete with them with the proposed merger.

Attrition - Attrition is the normal turnover of staff as employees move on to other jobs. More than 800 employees move to new jobs within our system or in other companies every year. Once it is determined what positions need to be reduced, they will not be filled as employees move to other jobs.

COPA - COPA stands for Certificate of Public Advantage. When North Carolina issues a COPA, two or more organizations can merge without receiving federal approval. To receive

a COPA, organizations must follow strict guidelines, such as saving the community a specific amount of money each year.

Integrate - To combine services that are alike. When Moses Cone Hospital bought Humana Hospital, both had emergency departments. These departments were eventually integrated. Moses Cone Health System and Wesley Long Community Hospital will not integrate any services until after the merger is approved.

Merger - A merger is when two companies become one. The merger of Moses Cone Health System and Wesley Long Community Hospital will be a merger of equals, with combined resources and one board of trustees.

Pro-active - Predicting trends and working to address them before they happen. With the proposed merger, we have chosen to be pro-active and lead rather than be directed by future changes.

Computer Kiosk Educates Children

Kate Ahlport, Vice President, Community Health, and her son Eric, learn about good health from Moses Cone Health System's computerized health information kiosk at the Natural Science Center of Greensboro.

The kiosk, a permanent gift from the organization to the center, teaches middle school children about the human body and good health. The kiosk supports the organization's mission of community service.



Proposed Merger Will Benefit Community *from page 6*

How have physicians responded to the announcement?

Most physicians have been supportive of the merger. In deciding with whom to partner, Wesley Long Community Hospital administrators held a series of focus groups with physicians. They presented options to physicians and asked for their input. Options included partnering with Moses Cone Health System or partnering with a health-care organization with headquarters outside of Greensboro.

Physicians agreed that given the complementary nature of the two organizations, it would be best for Moses Cone Health System and Wesley Long Community Hospital to merge.

Is this merger similar to Moses Cone Hospital's purchase of Humana Hospital-Greensboro?

No, it is not. While there are some similarities, Moses Cone Hospital bought Humana. We are not purchasing Wesley Long Community hospital; we are merging two complementary organizations. The similarities lie in deciding how to integrate the services of separate facilities. Detailed discussions on how the clinical services will

be integrated will begin once the merger process is further along.

How will this affect my job?

We know you are concerned about your job, but we are many months away from knowing if or how the change may affect individual employees. No one can predict the specific changes that may occur. The merger will make the new organization more efficient. Eventually there may be some modest reductions in overall workforce. However, we do not think that the changes will be any greater than those the marketplace is now demanding and will continue to force us to make in the future. We anticipate normal attrition to handle most of the reduction.

What is the Wesley Long Community Health Foundation?

Wesley Long Community Hospital plans to establish a \$50 million health foundation to improve proactively the health care of the community. This foundation will continue the commitment of both organizations to serve the health needs of the community.

MAKING ROUNDS

Department: Operating Room

Reported by: Wendy Bass

Welcome to Tara Warren and Tina Newnam, surgical technicians, and to Dorine Bullock, RN.

Congratulations to Cheryl and Thomas Looney on the birth of their daughter Denise Renee on August 15.

Department: Purchasing

Reported by: Yvonne Jones

Please welcome Shonda Poole and Bryant Andrey, Central Supply Technicians II.

Department: Mother/Baby Unit

Reported by: Kathy Lawson

A big welcome to Centa Lane, NT I, Lorraine Edwards, NS, and Kathleen Dowling, RN.

Department: Neonatal Medicine

Reported by: Allison DuBuisson

We would like to welcome Susan Almarode, NNP.

Department: Radiology

Reported by: Carla Waldron

Please welcome Debra Elkins, Clerical Assistant III, Patti Gurysh, Sonographer, and Sarah Coker, Radiologic Technologist.

Welcome to Kalora Temple, who transferred from Bed Control Coordinator at Moses Cone Hospital to Radiology Transcriptionist, and Pat Crisp, who transferred from Secretary II in Ob/Gyn to Ultrasound.

Congratulations to Norman Banner and Lyn Fowler, both CT Technologist, who received their Computerized Tomography Certification in July.

Department: Pharmacy

Reported by: Becky Campbell

Please welcome Amy Nichols, Pharmacy Tech I, who recently transferred from Moses Cone Pharmacy.

Department: Perinatal Education

Reported by: Terri Burleson

Cheryl Andres, RN, Mona Flynn, Maternity Exercise Instructor, and Eslie Holliday, RN, recently received their "Moms in Motion" certification to instruct pre/post-natal exercise.

Department: Women's Education

Welcome to Sheron Sumner, who began her position of Manager of Women's Education in September.

Department: Personnel

Reported by: Susan Stevens

Please welcome the following new employees: Tammie Saunders, Nursing Tech I, Birthing Suites; Shakema Witcher, Nursing Secretary, Birthing Suites; Sharon Shiminsky, RN II, Birthing Suites; Rhonda Shelton, Birth Certificate Registrar, Medical Records; Melanie Thompson, Nursing Tech I, Women's Medical/Surgical Unit; and Michelle Butler, RN II, Perinatal Education.

Please congratulate the following employees on their recent promotions: Elaine Alexander to Specialty Manager in AICU; Pat Stromoski to Administrative Coordinator in Care Management; and Marjorie True to Administrative Coordinator in Nursing Administration.

The following employees have recently transferred from Moses Cone: Jennifer Mulford, from Unit 6171 to Birthing Suites; Amy Fraser, from Unit 8756 to Women's Medical/Surgical Unit; Jeannie Horton, from Unit 6023 to NICU; and Kalora Temple, from Unit 8522 to Radiology.

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Viewpoint is a monthly newsletter published by the Public Affairs department of The Women's Hospital of Greensboro. For more information, call 574-6532.



MOSES CONE HEALTH SYSTEM

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