

New Staffing Program Gets Good Reviews

ActiveStaffer, Baptist's automated scheduling software implemented at some Baptist hospitals, is receiving good initial reviews.

ActiveStaffer allows colleagues the ability to access their schedules via the Internet so they can conveniently view their schedules even from home. The system offers colleagues the opportunity to make their own scheduling changes with management approval, and it also provides real-time information so staffing/scheduling managers are better informed and staffing decisions can be made more proactively.

"The process of the transition to ActiveStaffer for our staff has been very good," said Susan Ferguson, chief nursing officer at Baptist Memorial Hospital-Collierville. "Our staff is pleased with the system and the flexibility it allows for self-scheduling. It's important that the staff attend the educational sessions in their facility, as there is a learning curve with the new system."

Baptist Collierville implemented the program in January.

The capability is beneficial to both managers and colleagues because the system can notify managers of fluctuations or changes that may affect staffing, and adjustments can be made in a timely manner. ActiveStaffer works hand-in-hand with Baptist's API Time and Attendance System.

The system also went live in late April at Baptist Rehabilitation-Germantown.

"Our staff enjoys the freedom of being able to sit down at any computer and

(Continued on page 4)



A Decade of Service to Homeless Patients

In the photo below, Scott Bjork, left, president and CEO of Memphis Union Mission, introduces Curtis Williams, a patient success story of the Baptist Operation Outreach health care van for the homeless and the Memphis Union Mission. Williams spoke at an event celebrating Baptist's 10th year of providing health care to Memphis' homeless community. The services, formerly provided through Baptist's HOPE Health Center, have been in operation since 1997. In the top photo, Constance Graham, executive director of the Greater Memphis Interagency Coalition for the Homeless, expresses her gratitude to Bob Gordon, executive vice president and chief administrative officer of Baptist Memorial Health Care, for Baptist Operation Outreach. From October 2003 to March of this year, Baptist Operation Outreach health care van for the homeless has seen more than 5,100 patients, averaging nearly 17 patients each day.

The First Step in Quality Care

Wash your hands.

That sentence, said by so many mothers and fathers to their children before dinner, is also the most important thing clinicians can do to provide quality care.

But nurses and other clinicians are extremely busy. Much of their job entails performing numerous tasks as efficiently as possible for

many different patients while still allowing time to speak with each patient.

In the midst of this, hand hygiene is one of the basic steps caregivers can maintain that will keep patients safe — it's the first step in the delivery of quality care.

"It's the simplest of tasks that can complicate health care settings if not done," said Camilla Brandon, RN, director of Infection Control at Baptist Memorial Hospital-Memphis. "Hand hygiene is so

important that it's addressed by organizations like the World Health Organization and the Joint Commission."

According to the Centers for Disease Control and Prevention, adhering to hand hygiene, either hand washing or the use of alcohol-based hand rubs, reduces the transmission of antimicrobial resistant organisms and reduces overall infection rates. Baptist Memorial Hospital Memphis and

(Continued on page 4)

GuideStone Annuity Representative Schedule

Dates and times are subject to change. Please contact your facility's Human Resources office for information. Baptist colleagues can contact Ken Peavy at 901-226-3518 or e-mail Ken.Peavy@GuideStone.org.

June 8 Corporate Building	June 19..... Baptist Memphis
June 11..... Baptist Memphis	June 20 Baptist North Mississippi
June 12..... Baptist Tipton	June 21 Baptist Golden Triangle
June 13 Baptist Women's Hospital	June 22..... Baptist Union County
June 14 Baptist Huntingdon	June 25..... Baptist Memphis
June 15 Baptist Rehab-Germantown	June 26 Baptist Collierville
June 18..... Baptist Memphis	June 27 Baptist Women's Hospital

Health Care Observances

Monthlong Observances

National Aphasia Awareness Month
 Fireworks Eye Safety Month
 National Hernia Awareness Month
 National Scleroderma Awareness Month
 Vision Research Month

Weeklong Observances

June 10-17: National Vascular Nursing Week
 June 11-17: National Men's Health Week
 June 14-21: National Nursing Assistants Week
 June 18-22: National Healthcare Risk Management Week
 June 24-30: Helen Keller Deaf-Blind Awareness Week

Recognition Days/Events

June 15: St. Frances Xavier Cabrini's Birthday (1850-1917, the first American saint and founder of schools, orphanages, convents and hospitals. She was canonized July 7, 1946).
 June 26: National HIV Testing Day
 June 29: Dental Awareness Day

BBB Warns Businesses About A Scam Using the BBB Name

The Better Business Bureau is warning Mid-South businesses of a nationwide e-mail scam using the BBB name. The scam attempts to get the recipient to download a computer virus.

Businesses have received an e-mail that purports to come from the BBB and contains information about a complaint registered by a consumer against the company. The business is instructed to open an attachment or click on a hyperlink to view the complaint information. Doing so may cause a virus to be downloaded if appropriate virus filters and firewalls are not in place.

These e-mails are not originating from the BBB. As with other phishing and spoofing scams, they are an attempt to steal company or personal information by impersonating a respected company or organization.

Any business is welcome to contact Christine Wilks at the BBB to verify the authenticity of an e-mail at 901-757-8600 or 800-222-8754 or e-mail cwilks@bbbmidsouth.org.

Beloved, let us love one another, for love is of God.

I JOHN 4:7



Internet and E-mail Precautions

IT Myths

Information Technology changes rapidly. Consequently, the things we know (or think we know) change as well. Listed below is one common myth.

Myth: *If I don't open any attachments, my computer won't get infected.*

Truth: Modern e-mail messages consist of more than just a text message and the occasional attachment. E-mail messages are often composed in HTML, which makes the message a Web page, complete with graphics, pictures, links and scripts. Those graphics and pictures are nice to look at but can camouflage malicious code. Clicking on the embedded links can take you on a phishing trip or tempt you to inadvertently download malware. Invisible scripts can unleash their mischief as soon as you open the e-mail.

At work: For a Baptist-owned PC, contact IS Customer Support Center at 901-227-7777 or 888-838-3777.

On your home computer: At home, use high-quality, anti-virus software and keep it up-to-date. Apply patches and updates regularly and promptly. If you use Outlook, you may want to activate the junk e-mail filter, which also helps provide protection against phishing e-mails.

Service First Tip

Recognizing the wrong and making it right through an apology, action and reciprocity all must occur immediately — on the front line, by the person who has recognized the oops. This is the "moment of truth" where patients find out exactly who and what they are dealing with — a giant, impersonal, inflexible bureaucracy, or a group of people who really care about them.

Source: Press Ganey Associates

BMHCC Helpline/Hotline 877-BMH-TIPS

If you have a question about legal or regulatory requirements, suspect any violation of BMHCC Standards of Conduct, legal or regulatory requirements or suspect that anyone is committing acts of patient abuse in any form, call 877-BMH-TIPS. Reports to the hotline may be made anonymously. Calls are handled confidentially to the extent allowed by law. Baptist does not tolerate retaliation for reports made in good faith. It is the policy of Baptist Memorial Health Care to admit and provide services to patients and guests without distinction due to race, color, age, religion, sex, national origin, handicap or disability. Marilyn Dunavant is Baptist's corporate compliance officer.

NEWS AND EVENTS



Union City urologist Paul Marsidi, M.D., with Baptist Union City's new lithotripsy machine.

Baptist Union City Offers New Service

Baptist Memorial Hospital-Union City now offers lithotripsy, which is an ultrasound treatment for breaking up kidney stones. Without entering the kidney with surgery, kidney stones can be broken up with sound waves. The fragments are then passed in the urine.

Kidney stones are crystal masses that form from minerals and proteins in the urine. Stones come in various sizes and compositions. Certain types of stones will respond to this treatment better than others.

Baptist Memphis Sponsors Adult Diabetes Support Group

Baptist Memorial Hospital-Memphis is sponsoring a monthly support group for adults diagnosed with diabetes. The meetings are free and open to the public.

The group will meet the second Thursday of every month at 7 p.m. in the Ann L. and Joseph H. Powell Library, located in the physicians' office building adjacent to the hospital at 6025 Walnut Grove.

"Finding out you have diabetes can be scary and confusing," said Molly Dyer, manager of diabetes education for Baptist Memphis. "This support group is a way for diabetics to learn more about the disease, share experiences and see others living long and fulfilling lives."

Designed to benefit both the newly diagnosed and those who have been living with the disease,

the support group provides a comfortable setting for discussion, education and encouragement. Spouses and family members are encouraged to attend. No reservations are needed.

Baptist Executive Named to State Election Commission

Greg Duckett, senior vice president and corporate counsel for Baptist Memorial Health Care, was recently named to the state election commission.



Greg Duckett

Duckett, who serves as chairman of the Shelby County Election Commission, is one of five members of the state election commission and the only Memphian. All members will serve a four-year term and were elected by a joint vote of the State Senate and State House of Representatives. The commission's responsibilities include appointment of all county election commissioners, certification of all voting equipment used in the state and the oversight of various other aspects of the electoral process.

Duckett has held a number of government-related positions for the city of Memphis, including chief administrative officer, director of housing and community development and director of public services. In his role as corporate counsel for Baptist, he is responsible for risk management, risk financing, corporate compliance and government relations.

Baptist Rehab-Germantown Names New Diabetes Education Manager

Baptist Rehabilitation-Germantown recently named



Book Signing at Baptist Women's Hospital

Kathy Kastan signs her book, *From the Heart*, at the Patterson Library at Baptist Memorial Hospital for Women. Kastan, a heart patient, wrote a story with practical advice and a look into the lives of women living with heart disease.

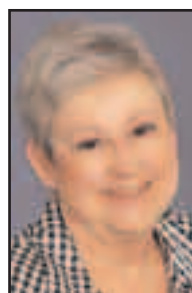


Home Medical Patient Celebrates 105th Birthday

Marty Moore, R.T., left, helps celebrate the 105th birthday of Baptist Home Medical patient Florence Currin, right, along with her daughters, Christine and Grace, at her home in South Memphis recently. Currin's birthday was May 27.

Charlotte Cavin as its new diabetes education manager.

Cavin will oversee all areas of the Diabetes Education Center, which is located within the hospital. The center uses a comprehensive team approach to help those diagnosed with or at high risk for developing diabetes make the appropriate choices to lead a healthy lifestyle. The staff works one-on-one with patients to



Charlotte Cavin

develop an individual plan of care, which can include nutritional counseling, physical therapy intervention and other lifestyle modifications. After meeting one-on-one, the staff schedules the outpatients for diabetes group classes facilitated by a nurse, pharmacist and dietitian.

"Charlotte will do an excellent job as our new diabetes education manager," said Susan Stralka, administrator and CEO of Baptist Germantown. "With her expertise and clinical skills, she will guide patients toward a healthier lifestyle."

make a request or preview their schedule,” said Brian Hogan, chief nursing officer. “There’s also less paperwork to complete and turn in for requests for time off. The system is easy to use and we’ve adapted well.”

Baptist Memorial Hospital-DeSoto planned implementation on June 3.

“We’re training colleagues now,” said Kimberly Guess, house supervisor at Baptist DeSoto. “We’re very excited about the program and looking forward to fully implementing the system.”

the Infection Control department have placed a priority on raising hand hygiene awareness among colleagues.

“Good hand hygiene practices are the No. 1 thing to help prevent the transmission of infections,” Brandon said. “And it’s important to wash hands or use alcohol-based gel right before contact is made with a patient.”

And the hand hygiene campaign for Baptist is taking the message to individual units, including unit-based champions, to teach other colleagues

about hand washing and about how to be leaders and educators. In addition, physician champions are also spreading the hand hygiene message to fellow physicians and colleagues.

“We want to get the word out about how important it is for all of us to incorporate consistent, good hand hygiene practices,” said Carolyn Davis of Infection Control. “It’s so important we’re educating patients and hospital guests to ask about hand hygiene. It’s too important to take for granted.”

LEADER'S CORNER

Five Questions with Anita Vaughn



Anita Vaughn, Administrator and CEO, Baptist Memorial Hospital for Women

When evaluating programs or initiatives to improve patient satisfaction, employee satisfaction is a critical component.

Satisfied employees are much more likely to go above and beyond to serve their customers – and employees who connected to an organization’s mission are more likely to understand the link between what they do and how it affects others down the line.

Happy or satisfied employees do the extra things necessary to take good care of customers. The end result is that everyone is accountable for their actions as well as the actions and results of those they support and also those who support them.

At Baptist Memorial Hospital for Women, the first part of any patient satisfaction effort is to focus on our employees. Colleague opinions and suggestions are valued and encouraged, and Baptist’s mission remains on the forefront of all our patient care efforts throughout the day. In fact, we begin each meeting with our mission, vision and values – and also assess the implementation of any project by first identifying how it promotes the Baptist mission.

Colleagues who understand how their efforts relate to our organization’s mission also have a better grasp of the calling to serve they have answered.

Hospitals are places where this culture truly shows. You can’t hide or fake a culture of service, and once in place, it has to be constantly maintained to eliminate

anything that may put that culture in jeopardy.

Most importantly, no one person is more important than another in a successful culture of service. All are equally essential and accountable to the creation and continuance of that environment.

In 1998, I was asked to help plan and build Baptist Memorial Hospital for Women. As I approach 35 years with Baptist, I am humbled to be a part of something special for this organization.

I think in many ways, the foundation for a culture of service was set in those initial planning sessions, but the colleagues at Baptist Women’s Hospital are the ones most responsible for our culture and our patient satisfaction scores.

From Facility Services, Materials Management, Pharmacy, nurses, physicians and all the other support staff, we work hard to care for our patients as well as our fellow colleagues.

Like many Baptist hospitals, I host quarterly meetings for all Baptist Women’s Hospital colleagues to attend, where the leadership team gives updates on how the hospital is doing in quality, satisfaction and finances. I also read some of the letters of appreciation we receive from patients. Following the state of the hospital, we have time at the end of the meeting when colleagues can ask questions about the information or offer suggestions on how to improve our environment.

Baptist Women’s Hospital has been successful both in its patient and employee satisfaction scores. But the only reason for our success in both areas is our colleagues, who have created a culture of service and respect for the entire Baptist family.

Above and beyond that, they have a passion to care for their patients and their fellow colleagues.

For me, Baptist’s biggest priority is attracting and keeping the best employees.

When I’m not working, I enjoy spending time at Greers Ferry Lake on my pontoon boat.

The best piece of advice I received was from Stephen Reynolds, who told me to join the annuity (retirement plan).

I knew I wanted to be a Baptist colleague when I met my co-workers.

Few people know that I still slalom water ski.

The thing I enjoy most about working at Baptist is my fellow co-workers – they are inspiring.

SAFETY MATTERS

Patient Safety

What can health care workers do to enhance patient safety?

Understand it's possible to deliver safe care almost every time.

Understand the principles of a safe system:

- Accountability in a supportive culture where it's OK to talk about patient care situations.

- Work processes are in place to evaluate and identify potential roadblocks to safe care.

- Active practices are in place that protect patient safety; avoid work-arounds such as skipping or combining steps to perform tasks more quickly.

- When patient safety is compromised, take active steps to

prevent it from happening again.

- Understand that health care professionals work in a complex environment. The health care environment is documented to be 10 times more complex than any other industry because it takes several steps to complete routine tasks. The more steps it takes to complete a task, the greater the likelihood of compromising patient safety.

- Understand safety is a value associated with every health care activity, it is linked to every activity in health care and it is an enduring constant that is not compromised.

- Understand we are human and there are human factors that can influence the care we give, such as fatigue, distraction, environmental factors and lack of knowledge, repetitiveness and complacency.

- Practice Service First principles. The adage "Do unto others as you would have them do unto you" certainly applies as it relates to everyday life and providing care for patients.

- Listen to your patient and/or family if they tell you something is different, not correct, doesn't feel right or is uncomfortable. Stop and listen - something may be going on with your patient that you need to know about.

- Decontaminate your hands with a waterless hand gel product or wash your hands with a disinfectant soap before and after direct patient contact. The single most important thing we can do to prevent infection is to wash our hands.

- Do your job to the best of your ability while keeping your mind and eyes on task. Make it OK to ask questions.

- Make a conscious choice to work safely. Do everything you can to protect patient safety.

- Be aware of what you can do within your scope of practice. What does your license, registration, certification, training and competencies allow you to do?

- Support your peers in providing safe care. Be aware of the environment. Is there something in the environment that could cause an injury or a fall?

Be aware of special care practices that require special diligence, such as medication administration

Write legibly in all communications, including medical records, reports, consents and notes.

These are just a few of the things health care providers can do to help keep patients safe.

MONEY MATTERS

Life-Changing Events

Have you noticed that we all are changing as the years roll by? Not only do the years seem to add up but our lives have changed, too. Our children may be grown, we could have a new spouse, we have changed jobs or we may have a new baby; in short, life-changing events have happened.

It is always a good idea to review financial health matters regularly, but, there again, life happens and we may have neglected to take time for a financial review. Let's start with beneficiaries. Have you reviewed your insurance policies, Individual Retirement Accounts,

pension plans and credit union accounts to see whom you named your beneficiary? Do you want to make changes? Do your financial institutions have correct personal information, such as marital status, addresses and phone numbers? Life events and your choices can and will affect how and to whom your assets are distributed.

Many other factors should be considered when undertaking a financial review. The number of dependents you claim for tax purposes may have changed or you may need to make adjustments in deductions for tax purposes. At what age do your dependents become ineligible for coverage under your health care policies? How will your assets be managed should you become incapacitated?

Who will handle your affairs? Do I have joint account relationships or a beneficiary relation? There is a difference.

While you don't want to think about the "what ifs" of life, others may be dependent on you, or you may need the help of someone else in the future.

Want to or not, you have to be prepared for a life-changing event.

Consider the necessity of wills, powers of attorney, and trust accounts that can help you and your family manage your personal financial affairs. Understand the differences between joint ownership and beneficiary relationships concerning your assets. Seek competent advice when preparing legal documents and making

preparations for your financial future.

The best advice anyone can receive is, "Ask your questions now and understand how your asset ownership will be handled on your behalf."

Finding out later you did not change a beneficiary or "you thought" your assets would be handled differently will probably be too late.

It's in your best interest to conduct a financial review and feel confident that your assets will be handled as you wished.

William A. Whitten
Vice President

HealthNet Federal Credit Union

CLASSIFIED ADS

HOUSEHOLD

- Oak finish bunk bed with trundle, sleeps four, good condition, \$200 OBO. Can e-mail photos. Call 901-388-5018.
- Double bowl porcelain kitchen sink with chrome faucet and sprayer, \$25; two marble bathroom sink/vanity, \$25 each. Call 901-270-7610.
- Smooth-top JennAire stovetop, electric, one year old, great condition, \$300 OBO; white tile top kitchen table with four chairs, good condition, \$300 OBO. Call 901-761-4142.

MISCELLANEOUS

- Dog kennel, 13x7x6, \$100. Call 901-871-9974.
- Two steel wheelchair ramps, \$100 each OBO. Call 901-366-9239.
- Bowflex sport, one year old, \$400. Call 662-449-5341.
- Fireplace mantel with log insert, 4.5 feet, completely surrounds firebox, can be used with existing fireplace or placed against a wall, \$35. Call 662-895-3430.
- Two black iron barstools, bar height and in excellent condition, \$100 for pair. Call 901-373-7303.
- Two four-seat rows of full-size movie theater seats, recently recovered, these are flip-up seats and well padded, include cup holders, comes with all mounting hardware and are in good condition, sold as lot only, \$400 for eight seats, currently in storage. Call 901-385-1517 for information or to arrange viewing.
- Pet grooming table with grooming arm and loop, \$60. Call 901-734-2012.

SERVICES

- Caregiver services offered for disabled or elderly, eight years experience, good references, in-home services include bathing, light housekeeping, cooking and other miscellaneous care, salary negotiable. Call Tammy at 901-649-1893.
- Disc jockey service, all types of music for any occasion, discount for Baptist colleagues. Call 901-493-6283.
- Tree service, trim trees or cut entire tree, will provide

CLASSIFIED AD GUIDELINES

Classified ads are published as a service to Baptist colleagues in each edition of Baptist Leader. Submissions for each edition of Leader must be received by 2 p.m. on the preceding Monday. For any ad, please include work number and location for verification purposes and **one non-work number for publication**.

Ads run at least once, and will run as space allows. New ads will receive preference over repeat ads. Services and goods offered must be legitimate and legal, and Leader cannot be responsible for misprints, omissions or false advertising. All ads may be rejected at the discretion of Baptist Memorial Health Care administration or the editor.

Ads for services and goods must be offered or wanted by Baptist colleagues, individuals or independent contractors. Franchises, other non-independent services, medical, dental and other clinical services are not eligible for classified ads.

To submit an ad, e-mail leader@bmhcc.org or fax to 901-227-3516.

excellent clean up job, reasonable rates, free estimates, licensed/bonded and insured. Call 901-949-5114.

- Garage door sales, service and installation, low prices, call Jedidiah at 901-831-3001.
- Housekeeper, eight years experience in all areas, good references, salary negotiable. Call Tammy at 901-649-1893.

VEHICLES

- 1979 Chevrolet pickup, LWB, AC, power steering, power brakes, 350, brown and beige, \$2,300. Call 901-262-7642.
- 1989 Honda Accord LX, body good, runs well, new tires, cv joints and front brakes, \$1,900. Call 901-573-2824.
- 1994 Ford Bronco XLT, 4X4, new brakes, buckshot tires and tune up, \$5,000. Call 901-240-4772.
- 2005 blue Kawasaki Vulcan 500, less than 1,000 miles, \$3,900. Call 901-494-1920 and leave a message.

REAL ESTATE

- Cordova home for sale, 1770 Edgeburg, 4 BR/2.5 BA, bonus room, two-car garage, \$229,000. Call 901-685-1955.
 - Sanga Point Cordova home for sale, 1,800 square feet, 3 BR/2 BA, \$164,900. Call 901-870-1169.
 - 3 BR/2 BA Berryhill area home for sale, split plan, more than 2,000 square feet, fireplace, great room, carpet and hardwood floors, weights can stay if desired, offering closing cost, \$165,900. Call 901-737-3080.
 - House for rent convenient to Baptist Memphis and Baptist DeSoto, 3 BR/2 BA, large bonus room, storage building, fenced yard, landscaping, ceiling fans, double garage, access to neighborhood swimming pool and tennis court, 7132 Maplewood in Olive Branch. Call 901-692-9200.
 - Home for rent, 3 BR/1.5 BA, CH/A, eat-in kitchen, W/D connection, hardwood floors in LR/DR, carpet in bedrooms, fenced yard, corner lot, no pets, available now. Call 901-409-8325.
 - Home for sale near Baptist Memphis, 3 BR/2 BA, 1,200 square feet, all appliances, Jacuzzi tub, fenced patio, double garage, three years old. Call 901-384-9599.
- ## PETS
- Two AKC miniature schnauzer puppies, one white female and one black male. Call Eric at 901-262-9548.



Nursing and Health Sciences Students Reunite

Rheba Bethune, right, tells of her experience in the Nurses Cadet program at the Baptist School of Nursing in the 1940s at the Baptist College of Health Sciences reunion luncheon at the College. Also telling her experiences was Alice Tapper, left. Both women graduated in 1947 from the school. The Cadet program paid for young women to go into nursing and serve time either at a Veteran's Hospital or in public service.

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