

Baptist Collierville ED Named Most Improved in Patient Satisfaction

Guaranteed Asset Protection

Baptist Colleagues Can Donate PTO to Foundation Before End of 2007



ALL OUT

Baptist Colleagues Clear the Air

O.J. Gordon of environmental services drops a marble into a vase during a ceremony at Baptist Memphis Nov. 15. The marbles were dropped in the vase by colleagues who know someone who has suffered health problems because of smoking, and was one of many events Nov. 15 in recognition of Baptist facilities going tobacco free. Gordon, who smoked most of his life, quit following the announcement that Baptist facilities were going tobacco free, and hasn't smoked in about four months. In the photo below, smoking cessation graduates at Baptist North Mississippi celebrate their tobacco-free campus by blowing out candles on the All Out cake. Linda Story, Brad Grimison, Judy Leeton, and Pat English all completed their classes and have successfully stopped smoking.



Baptist Memphis Seeks Daisies

Amanda Durbin, RN in diagnostics at Baptist Memorial Hospital-Memphis, recently received the D.A.I.S.Y. Award, recognizing her skill, care and compassion in caring for patients.

This new program began recently at Baptist Memphis as a way to recognize exceptional bedside nurses each month. Dana Dye, chief nursing officer at Baptist Memphis, was first made aware of the program while working in Nevada.

"I wanted to do this because I saw the pride in the nurses who were honored," Dye said. "Nurses touch patients at the best and worst times, and showing clinical excellence and compassion makes a huge difference in the lives of patients and their families."

A team of Baptist Memphis colleagues selects monthly winners, who receive a bouquet of daisies, a commemorative pin and a "Healer's Touch" sculpture. The sculpture is hand-carved by artists of the Shona Tribe in Zimbabwe, and represents the bond of care and trust that exists between healer and patient.

The Daisy Foundation was formed in 2000 by the family of J. Patrick Barnes, who died because of a blood disorder. D.A.I.S.Y., an acronym for Diseases Attacking the Immune System, was formed to fund research to improve treatment and ultimately cure

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Baptist Minor Meds Honored for Support of Teen Programs

The Baptist Minor Medical Centers were recognized recently as Sponsor of the Year by the Commission on Missing and Exploited Children at its 43rd

annual volunteer dinner.

COMEC recognized Baptist's Minor Medical Centers for their involvement with the Teen Substance Abuse Testing Program. This collection service at all four Baptist Minor Medical Centers allows the program to be provided to all segments of the Memphis community.

Tabatha Scurlock-Smith, manager of the Bartlett Minor Medical Center, accepted the award on behalf of Baptist Minor Meds.

This year's event was held at the Hilton Hotel and hosted by television weatherman Brian Teigland.

Discounted Tickets for Zoo Lights

Baptist Pediatric Care is the presenting sponsor for the Memphis Zoo's annual SunTrust Zoo Lights events. Colleagues can receive free tickets; limit two per colleague, on a first-come, first-served basis. To request tickets, please e-mail Community.Involvement@bmhcc.org or phone 901-227-5324. Baptist colleagues can also purchase discounted \$5 tickets to this event for their immediate family members by showing their Baptist ID badge at the gate of the Zoo.

Zoo Lights is Friday and Saturday evenings Nov. 23 through Dec. 9, and 6-9 p.m. nightly Dec. 14-23 and Dec. 26-30. The event features glittering light displays of various holiday scenes, two live reindeer, photos with Santa, horse-drawn carriage rides, carousel rides and train rides on the "North Pole Express."

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.

Dec. 3	Baptist Memphis	Dec. 12	Baptist Women's Hospital
Dec. 4	Baptist DeSoto	Dec. 13-14	Baptist Golden Triangle
Dec. 10	Baptist Memphis		



Etiquette ED

When Dining Out: Coming and Going from the Table

- Avoid leaving your table to visit others during the meal.
- If someone stops at your table, stand up, shake hands and speak to him or her briefly. It's not necessary to introduce the person to your table guests. Offer to call later and chat further.
- If you must make a call, apologize and excuse yourself to an out-of-the-way area. Be brief and speak quietly.

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.

Serve the Lord with gladness.

PSALM 100:2



Transplant Patients Gather at Picnic

Dr. Ed Garrett Jr. greets lung transplant recipient Bryan Lawton at the fall transplant picnic at Baptist Memphis. Lawton received his lung transplant in October 1997. The surgery was performed by Dr. Garrett.



More Than 1,200 Receive Free Flu Shots

Gina Knox, RN with Baptist Minor Meds, left, administers the flu vaccine to a grinning Charles Harris at the Memphis Shelby County Main Library. More than 1,200 people received free flu shots during Baptist Minor Medical Centers' free flu shot event recently. In addition, Baptist Collierville administered more than 530 free vaccines left over from a community health fair event.

Baptist Hospitals Celebrate Freedom from Tobacco



Colleagues at Baptist Huntington, above left, and Baptist Tipton, left, release balloons as part of ceremonies celebrating Baptist facilities going tobacco free. Above, "Ciggy" stands on the back of an ambulance as part of All Out events at Baptist Huntington.

D.A.I.S.Y.

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idiopathic thrombocytopenic purpura and related illnesses, inform and assist those with ITP, and encourage bone marrow and blood drives because the treatment of ITP can require both.

Amanda Durbin, RN, right, is surprised by being named the first D.A.I.S.Y. Foundation Award winner at Baptist Memphis.

received.

Jason Little, CEO and administrator of Baptist Memphis, and Dye received a letter concerning Durbin's attendance at a funeral

of one of her former patients. Durbin's family, as well as the patient's family, was invited to Baptist Memphis for the impromptu recognition of Durbin, where she received the D.A.I.S.Y. Award.

Baptist Memphis is also planning a yearly reception to honor the 12 Daisy winners each year.

"It's a very personal award for those who care for patients on a personal level," Dye said. "I wanted to do this because although I've only been here a short time, I immediately saw our nurses and clinicians going above and beyond in care and service and inspiring the same in others."

Awarding nurses is another aspect of the foundation because of the care Barnes



Nancy Averwater, Administrator and CEO, Baptist Trinity Home Care & Hospice, Baptist Minor Medical Centers, CONCERN:EAP, Baptist Home Medical Equipment, and Medical Alternatives

As we are celebrating National Home Care and Hospice this month, I am reminded of the unique environment in which health care manifests itself room by

room, colleague by colleague, in every Baptist entity, whether the room or colleague is directly or indirectly involved in patient care.

Measuring patient satisfaction for different areas of health care has to take into account many different factors, including waiting, admission and discharge, but no matter who or where, the bottom line for patient satisfaction is how each patient perceives the quality of service he or she received.

In that way, measuring patient satisfaction for our Baptist Home Care & Hospice entities, Medical Alternatives, Baptist Home Medical Equipment or a Baptist Minor Medical Center, is no different than measuring for Baptist Memphis or Baptist Union City. But then again, what leads to that measurement is different.

Many times, patients under Baptist's care travel to our hospitals or facilities to receive that care. Patients receive care in our hospitals from Baptist colleagues. A clinician enters a patient room similar to other rooms in the hospital. And in that respect, our caregivers are more comfortable – meaning, a clinician entering a patient room knows where necessary equipment is, and has the support of colleagues at hand should something occur that requires support.

But to meet the variety of medical needs of the Mid-South, Baptist also offers home care, hospice, home medical equipment, home IV therapy, bereavement services and urgent care through our Minor Medical Centers. This isn't a comparison of Baptist's community-based services to regular hospitals, but I think it's common knowledge that the working environment of a community-based clinician is different.

In home care, our clinicians and caregivers are on the patient's turf. In addition to providing care, they are considerate of their patients' environment by asking them questions, such as "Where would you like me to park when I visit?"

Where would you like me to sit? Where would you like me to place your equipment?"

That's not to mention being confident and possessing the interpersonal skills to be able to handle potentially volatile situations in all types of living conditions.

Much like many of our jobs as Baptist colleagues, you either love the job and the calling or you don't last long. And like hospital clinicians and caregivers, attitude is very important when you interact with a patient and family in their own home. Being a satisfied employee offers a confidence and security in your work and how it affects your patients as well as fellow colleagues.

In terms of satisfaction, home care, hospice, minor medical centers and other services outside hospitals are affected by the same things, but on a different scale. Patients who receive care with true concern and compassion are more likely to be satisfied. Along those lines, that means we must seek quality colleagues, and then support them so their satisfaction translates over to the care they provide their patients.

Like home care services, the Baptist Minor Meds are often a patient's first impression of Baptist. Many people come to the Minor Meds feeling sick and needing medical care. How we respond to their needs directly affects their satisfaction with their care and perhaps their perception of the entire Baptist organization.

We routinely hold town hall meetings for all employees to provide updates and keep communication transparent. We also have every employee analyze the entity's strengths, weaknesses, opportunities and threats through a SWOT analysis. And from that, our leadership compiles the data, extracts common themes and then directs future plans according to our employee assessments – which translate into our strategic plan.

The Baptist Center for Good Grief, inpatient hospice unit and residential hospice concept are only a few of the results from our colleagues' SWOT analyses.

Regardless of the health care setting, patient satisfaction is the result of the same effort and same service any clinician provides, but there are different factors that lead to the same result. Whether care is provided in the home or at a Minor Medical Center, supporting colleagues and giving them resources to help them succeed and enhance their service translates to patient satisfaction.

When I'm not working, I enjoy travel – sand or snow will work, and reading just about anything and everything.

The best piece of advice I received was from my parents, who told me to live life so that you can always face yourself in the mirror.

I knew I wanted to be a Baptist colleague when it took four interviews before I was made a job offer.

Few people know that I have been scuba diving at 110 feet under water and also want to sky dive someday.

The thing I enjoy most about working at Baptist is the privilege of working with such committed, dedicated and caring individuals and knowing we make a difference at a time when it matters most in people's lives.

Recent Gallup Patient Satisfaction Scores

Highest Overall Satisfaction Mean for Each Care Setting

This category applies to entities with more than 30 patients rating the overall satisfaction question. Scores are based on results from discharge months of July 2007 through September 2007. The first-place awards go to the entities with the highest means for overall satisfaction in each care setting.

Emergency

First	Collierville	3.62
Second	Huntingdon	3.40
Third	Union City	3.33

Inpatient

First	Collierville	3.73
Second	Germantown	3.72
Third	Women's	3.68

Outpatient Diagnostics

First	Germantown	3.80
Second	Collierville	3.70
Third	Baptist Centers for Cancer Care-North Mississippi	3.69

Outpatient Surgery

First	Huntingdon	3.833
Second	East Memphis and Oxford Surgery Centers	3.803
Third	Midtown Surgery Center	3.742

Home Health

First	Tipton	3.88
Second	Home Medical Equipment	3.72
Third	North Mississippi	3.64

Minor Medical

First	Olive Branch	3.46
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Highest Overall Satisfaction Mean Across Care Settings

This category includes entities with fewer than 31 patients during the period of July 1 through Sept. 30, 2007, based on results from discharge months October 2006 through September 2007. The first-place award goes to the entity with a mean for overall satisfaction that is closest to or exceeds by the greatest margin the Gallup 80th percentile for the entity's care setting.

	Margin	Mean	80th
First			
Restorative			
Inpatient	.24	3.82	3.58
Second			
Medical Alternatives			
Home Infusion	.11	3.84	3.73
Third			
Lauderdale			
OP Surgery	.03	3.77	3.74

Most Improved Overall Satisfaction Mean Across Care Settings

All entities are eligible regardless of the number of patients rating overall satisfaction. This is based on a comparison of discharge months Oct. 1, 2006 through March 31, 2007 versus April 1, 2007 through Sept. 30, 2007. The first-place award goes to the entity that has improved the mean for overall satisfaction the most and, for that entity, the improvement is a statistically significant increase.

First	
Collierville Emergency	3.36 – 3.60 (diff=.24)
Second	
Germantown Inpatient	3.53 – 3.73 (diff=.20)
Third	
Huntingdon Inpatient	3.46 – 3.64 (diff=.18)

Colleagues Can Donate PTO to Foundation

Even though the Baptist Memorial Health Care Foundation is delaying the Above and Beyond employee giving campaign until spring 2008, colleagues can still donate PTO to the foundation, just like previous years.

This fall, Baptist focused its employee campaign on assisting United Way of the Mid-South.

"Colleagues who choose to make a PTO deduction can do so until the end of 2007," said Sarah Harris, development officer for the Foundation. "Contributions this year will be included as contributions to the spring campaign."

Colleagues making a PTO donation will have their PTO hours deducted from their PTO bank on or before the last pay period of December 2007.

For information about PTO donation, contact Harris at 901-227-5063.

Guaranteed Asset Protection

Guaranteed Asset Protection, commonly called GAP insurance, can help bridge the gap between the amount you owe and the amount your primary automobile insurance company pays in the event of a total loss of your vehicle.

Will you still be paying for your vehicle after it is gone? You probably assume that if your new vehicle is stolen or damaged beyond repair, your primary insurance coverage will pay off the remaining balance you owe. Did you realize that the vehicle you just purchased starts to depreciate the moment you drive it off the lot?

You may be surprised to learn that the value your primary insurance company places on your vehicle may

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CLASSIFIED ADS

HOUSEHOLD

- Frigidaire 18-foot upright white freezer, excellent condition, \$100; antique oak Hoosier, as is, \$350. Call Ann at 901-853-3657.
- New General Electric super capacity plus washer and dryer, one month old, white, all hoses included, excellent condition, \$600. Call 901-212-1447.
- Sears side-by-side refrigerator, \$300; sofa table, \$30; washer and dryer, \$200; comforter set with curtains, \$30; computer monitor and printer, \$75; shelves, \$30; other miscellaneous items. Moving, need to sell. Call 901-355-7049.
- Shaw Dining Suite antique sideboard and buffet, \$500 OBO; antique china cabinet, \$300 OBO. Call 662-280-3343.

MISCELLANEOUS

- Full size slate pool table, black finished wood, fully furnished with cues, balls and more, finished in red felt, buyer must pick up and transport, \$500 OBO. Call 662-349-6576 or e-mail J.Stewart.Young@gmail.com.
- Three-tiered brass chandelier, made by Graham's Lighting, 15 hurricane-shaped glass covers for each 60-watt candelabra fixtures, 26 inches high, 29 inches wide, \$199. Call 901-278-0620 and leave a message.
- 55-gallon aquarium, complete setup, pumps, heaters, pw heads, gravel and stand, \$125. Call John at 901-849-8104.
- Charbroil Quickset Grill, great condition, easy start, full propane tank included, two rows of cooking, utensil holder on the side for convenience, \$100 OBO. Call Michelle at 901-848-1649.
- Baby bed, can convert to youth bed, \$65; stroller, \$10; Fisher-Price swing, \$15; Fisher-Price walker, \$10. Call 901-365-2581.
- 2003 Pride Mobility Sonic three-wheel electric scooter, includes extra battery and front basket, \$1,000. Call 901-363-8355.
- Seasoned oak firewood, all split, delivered for \$100 per truck load. Call 901-461-6075.

SERVICES

- Custom paint, including Bellagio finish and Venetian plaster, custom trim work, crown molding and chair rails, quality work, references available. Call 901-246-7129.
- Aaron's tree service, cut down big or small trees, haul off all debris, excellent clean up, insured for all tree work. Call 901-461-6075.

VEHICLES

- 2006 Ford F-150 Lariat, 4WD, V8, 4 dr, black with tan leather, AM/FM/CD, bed liner with top, towing package, tilt, cruise, power and more, excellent condition, 27,000 miles, \$26,500. Call 901-488-6862.
- 2000 Mitsubishi Eclipse, blue with white racing stripe, all automatic, sunroof, 41,200 miles, excellent condition, \$12,800. Call 662-893-4674.

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.

REAL ESTATE

- Home for sale at 4531 Aldersgate, 4 BR/4 BA, \$393,000. Call 901-258-9980 or e-mail gsclarkburrow@aol.com.
- Fayette County home for sale, 4 BR/3.5 BA, on 12 acres, two-car garage, open floor plan, 11-foot ceilings in living room, gas fireplace, master bath with whirlpool tub, separate shower, double vanities and two walk-in closets, 24X40 shop with overhead door, paved drive, \$439,000. Call 901-466-7727.
- Southaven home for sale, 3 BR/2 BA, Jacuzzi, double garage, screened porch and bonus room, about 1,740 square feet, in Southern Pines subdivision, new carpet, hardwood floors in dining room, stained concrete in den and hall, new light fixtures and plumbing fixtures, fenced yard, \$162,500. Call 662-893-4674.
- Creekside/Germantown home for sale, must see, vacant, corner lot with hardwood floors in entry and formal dining room, 4 BR/3 BA, game room and large second master bedroom upstairs, whirlpool tub, ceramic tile in kitchen, appliances stay, seller will help with closing, \$175,000. Call 901-490-9449 for information.
- Three-acre lot located in the south central sector of Tipton County, about two miles north of Shelby County in Dove Heights Subdivision near Hwy. 14, \$60,000. For more information, call 901-873-1013.
- Southaven home for sale at 5706 Alexandria Lane, 3 BR/2 BA, new exterior and interior paint and new car-

pet throughout, large open great room and kitchen, convenient to Baptist Memphis and DeSoto, \$115,000. Call Laurie at 901-828-7113.

- Horn Lake house for rent or lease purchase, 3120 Edenshire, duplex, 2 BR/1 BA, freshly painted inside and out, fenced back yard, convenient to Horn Lake Public Library, \$720 per month, plus \$500 deposit. Call Ricky at 901-301-1718.
- Olive Branch home, 3 BR/3 BA, hardwood floors in master bedroom, family and dining rooms, new carpet and paint throughout, \$179,900. Call 662-893-3232.

PETS

- Female miniature pinscher, toy poodle, daschund and rat terrier mix puppy available, will be a small dog, born March 17, \$50. Call 901-359-5199.

GAP Insurance (Continued from page 5)

be substantially less than the amount you actually owe. The result is a financial "gap" and you must make up the difference. This "gap" liability could cost you thousands of dollars.

Most lenders can add guaranteed asset protection to automobile loans. With GAP, you can help assure you're not held responsible for the unmanageable liability between your loan balance or lease obligation and what your primary insurance company will pay. You can ease the financial burden associated with the loss of your vehicle.

It certainly pays to shop around for GAP insurance coverage. The cost of the policy can vary between financial institutions and auto dealers. Some policies may include options that will pay up to \$1,000 toward the purchase of a new vehicle. Some policies provide assistance with covering your primary insurance deductible requirements.

Be sure to ask your financial institution about GAP coverage. Generally, no separate cash payment is required because the cost of the policy can be added to your loan.

Take advantage of the protection that is offered on auto loans; having peace of mind can minimize the worries about further financial loss when unexpected events happen.

William A. Whitten
Vice President
HealthNet Federal Credit Union