



The state of Tennessee approved a certificate of need to build the Baptist Trinity Hospice House, shown above as an artist's rendering. The residential hospice and bereavement center complex will be developed on about five acres on the Baptist Memorial Hospital-Collierville campus and will be the first in West Tennessee. Construction is planned to begin in the spring of 2008.

Baptist Trinity Hospice House Receives Certificate of Need Approval

The state of Tennessee recently approved a certificate of need to build the Baptist Trinity Hospice House, a residential hospice and bereavement center complex on the Baptist Memorial Hospital-Collierville campus.

The hospice house will be developed on approximately five acres. Baptist officials anticipate beginning construction in the spring of 2008, and the project is expected to be complete in about two years.

The new residence, or "hospice house," is

designed to serve terminally ill patients who are unable to be cared for in their own homes. The hospice house also will provide acute care to hospice patients requiring more complex medical treatments and services. A multidisciplinary group, including a team of doctors, nurses, social workers, chaplains, bereavement specialists and volunteers will provide care to patients and their loved ones.

The Hospice House will be funded by a comprehensive capital campaign: Our House is Your House. The campaign has already raised more than \$7 million including lead gifts from the Kemmons Wilson Family Foundation and the Plough Foundation.

Families will receive additional support services, such as comfort baskets made by volunteers and anticipatory grief counseling to educate them about the changes their loved ones may experience. The

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Keeping Informed of Hospital Business

Community Members Sit on Hospital Committees

Hospital patient safety committee meetings often deal with very sensitive and difficult information as department managers share about safety in their departments.

It's certainly not the type of meeting you'd usually invite a member of the public to attend. However, one Baptist hospital does just that with someone who has devoted his professional life to the community and has the respect of all those who know him.

A little more than a year ago, Howard Ragsdale began attending Baptist Memorial Hospital-Union City's patient safety committee meetings. Dr. Ragsdale, retired since 1994, practiced family medicine in Union City for about 40 years.

"Every hospital has some kind of relationship with the community it serves — it can be beneficial or detrimental," said Dr. Ragsdale following the hospital's November committee meeting. "I think having a member of the public shows a level of trust between this hospital and the community, and being a retired physician, I can also approach each issue through the eyes of a physician and patient."

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Health Care Observances

Monthlong Observances

National Blood Donor Month
 Cervical Cancer Screening Month
 Cervical Health Awareness Month
 National Glaucoma Awareness Month
 March of Dimes Birth Defects Prevention Month

Weeklong Observances

Jan. 20-26: Healthy Weight Week
 Jan. 20-26: National Nurse Anesthetists Week
 Jan. 21-25: National Medical Group Practice Week

Recognition Days/Events

Jan. 4: Louis Braille's birthday (1809-1852, recognized for having invented the raised-symbol touch system of reading and writing for the blind and visually disabled)
 Jan. 9: Find a Dentist Day
 Jan. 22: Rid the World of Fad Diets and Gimmicks Day
 Jan. 25: National Intravenous Nurses Day

Weight Watchers at Work

Baptist Memorial Hospital for Women will begin a healthy weight loss program for colleagues. Weight Watchers at Work will meet weekly for 12 weeks and participate in programs that will help colleagues make wise food choices. Cost is \$120 for a 12-week session; payroll deduction available. First meeting is 11 a.m. Jan. 14. For information, phone Missy Clifton at 901-227-9868 or e-mail Missy.Clifton@bmhcc.org.

And the angel said unto them, Fear not for, behold, I bring you good tidings of great joy, which shall be to all people.

LUKE 2:10

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.

Useful Numbers

Center for Education and Organizational Development

■ To register for classes and seminars hosted by CEOD, call (901) 227-0660.

Information Systems Customer Support Center

■ Open seven days a week, 24 hours a day. Colleagues needing computer technical assistance can call (901) 227-7777, (888) 838-3777 or e-mail HelpDesk@bmhcc.org.

Family Attends Retirement Celebration

Dorothy Hulm, patient care assistant at Baptist Memphis, retired recently after 31 years of service. The cardiac medicine unit held a reception for Hulm's retirement and invited her family to the celebration.



Ainsworth Learns Eastern Etiquette

Recently, senior leaders, directors and managers at Baptist North Mississippi attended a Japanese etiquette class conducted by a University of Mississippi Japanese professor and one of her students, who presented the difference between American and Japanese cultures, focusing on differences pertaining to health care. Given the construction of a new Toyota plant nearby, Baptist North Mississippi leaders are seeking ways to better serve any new residents relocating to the area because of the plant.



IS Fields More Than 82,000 Help Calls

During the 2007 fiscal year, information systems received more than 82,000 calls through its helpline. Nearly 65 percent of callers' issues were resolved over the phone. Colleagues were on hold an average of 24 seconds, and calls averaged a little more than four minutes.

Baptist Honored by Memphis Farmers Market

Baptist Memorial Health Care was recently honored by the Memphis Farmers Market with its 2007 Season Community Spirit Award for promoting the market's mission and goals. Memphis Farmers Market volunteers awarded Baptist for supporting the market, which offers the community a gathering place where local farmers and vendors can offer fresh agricultural and related products while generating a sense of local pride, furthering economic development downtown. Baptist provides monthly health initiatives at the market such as blood pressure checks, body mass index testing, educational classes, print information and health fairs.



Gifts from the Angel Tree

Santa's little helpers, including Claude Vinson, director of Medical Financial Services, deliver Christmas gifts to the Salvation Army's Angel Tree program. Corporate Building colleagues adopted 82 Angels.

And that's exactly why Chief Nursing Officer James Caldwell thought Ragsdale would be perfect for the role. Community members also serve on the hospital's safety, physician recruitment and strategic planning committees, as well as the Service First council. Ray Ferguson, a retired lab director, serves on the safety committee, Dale Vinson, whose wife is director of quality, serves on the Service First council. Jim Cooper sits on the physician recruitment committee and Curt True serves on the strategic planning committee.

"You have to have someone who can be an advocate for the public and the hospital," Caldwell said. "Dr. Ragsdale communicates community concerns to us, and if someone has a concern about the hospital, he has knowledge to be able to help. He's been here since we began the committee, and he's the perfect community member to fill that role."

Bringing the community into hospital meetings is a way to share Baptist Union City's commitment to serving the

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**— James Caldwell
CNO, Baptist Union City**

community and providing exceptional care.

"I appreciate the hospital's concern with patient satisfaction," Caldwell said. "By involving community members in the hospital's day-to-day activities, it lets me know they are serious about doing the right thing for the community."

residence also will offer pet, music and massage therapy.

A new facility for the Baptist Trinity Center for Good Grief will be built at the same time near the hospice house. The Center for Good Grief will offer year-round grief support services and will have an outdoor recreation therapy area, providing a camp-like atmosphere.

"We are very pleased with the state of Tennessee's decision," said Stephen Reynolds, president and CEO of Baptist Memorial Health Care. "The Baptist Trinity Hospice House will provide a caring atmosphere where the entire family can spend time with loved ones."

THE PRESIDENT'S CORNER



Stephen C. Reynolds, President & CEO,
Baptist Memorial Health Care Corp.

We recently announced good news – you may have already read or heard about the state approving a certificate of need for Baptist to construct a new residential hospice facility.

Health care needs and trends change, and this is yet another Baptist first to enhance how we care for our community. Baptist Trinity has established the community's

first bereavement center and first inpatient hospice unit, and now will create a residential hospice. Based on the needs of the community, the development of a residential hospice facility has been a key component of Baptist's strategic plan for the past few years.

Baptist Trinity Hospice House will be developed on about five acres on the campus of Baptist Memorial Hospital-Collierville. We anticipate beginning construction this spring, and estimate construction will take two years.

With the closest residential hospices located in Tupelo, Nashville and Little Rock, Memphis truly needs this type of service. The new residential hospice house is designed to serve terminally ill patients who are unable to be cared for in their home. The hospice house will also provide acute care to hospice patients requiring more complex medical treatments and services.

A multidisciplinary team of doctors, nurses, social workers, chaplains, bereavement specialists and volunteers will provide care and support to patients and their loved ones.

Based on the number of patients served, Baptist Trinity Home Care & Hospice is the largest home health agency in the Memphis area. You may have read CEO and Administrator Nancy Averwater's column in this space a few weeks ago, where she discussed the unique aspects of home and hospice

care and how colleagues are equipped, trained and supported so they can devote their energy to helping others.

This is a very sensitive subject – ask any hospice colleague or volunteer, and they will tell you that caring for terminally ill patients is very intense and requires a lot of emotional energy. It's emotionally draining, but at the same time, those colleagues and volunteers will also tell you it's very rewarding work; many times, they receive more from the patient than they give.

It's sacred work that's a response to a higher calling. And just like caregivers in others units and other departments, hospice deals with patients and their families during an intensely emotional and stressful time.

This service gives patients and families who require more special needs a place of compassion and support to enjoy being with family at a time when it's most needed.

Residential hospice care extends that mission of service from home health to a more structured and controlled environment for patients who need more support and security than what the home can provide.

The Hospice House will be paid for through a comprehensive Baptist Memorial Health Care Foundation capital campaign titled "Our House is Your House." Because of generous support from the Kemmons Wilson Family Foundation and the Plough Foundation, we've already got a \$7 million head start.

In addition, our bereavement services are a wonderful complement to the residential hospice, supporting grieving family members after a patient's passing. A new facility for the Baptist Trinity Center for Good Grief will be built at the same time near the Hospice House. The Center for Good Grief will offer year-round grief support services.

This is yet another effort to help and support families and friends in their time of need. And I'm proud the state saw Baptist as the organization to provide it.

Wash Your Hands

The single most important thing anyone can do to prevent infection is wash his or her hands.

It is cold and flu season. Every year, someone you know gets a cold or influenza. The complications from contracting a respiratory illness can be serious, especially for the young, elderly and chronically ill.

What can you do to prevent the spread of infection?

1. Understand how infection is spread.

Infection can be spread many different ways. It is important to understand that one way the cold and

flu viruses spread is through objects people touch often, such as door knobs and telephone receivers. The next person touches that object and unknowingly touches his or her eyes, nose or mouth. Another way these viruses spread is through coughing, sneezing and drinking after another person.

2. Wash your hands.

While washing your hands, do a thorough job. Use running water and soap, and pay attention to all parts of your hands, including under the nails. Wash your hands long enough to sing the alphabet twice.

3. Use waterless hand gels.

Carry waterless hand gels or wipes

HandHYGIENE



with you and use when soap and water are not available. A good time to use hand gels is after pumping gas or pushing a grocery cart.

4. Avoid touching your eyes, nose or mouth.

Wash your hands before touching your eyes, nose or mouth. After touching your eyes, nose, or mouth, wash your hands again.

5. Use a tissue when coughing or sneezing.

When using tissues, dispose of them properly and then wash your hands. Utilize tissue to turn on water and when touching doorknobs in

public restrooms.

6. If tissues are not available, avoid coughing or sneezing into your hands — instead cough or sneeze into the crook of your arm.

If you are not able to avoid coughing or sneezing into your hands, immediately wash your hands or use waterless hand gels.

7. For prevention, consider getting a flu shot.

8. Take care of yourself. Get enough sleep, avoid stress, exercise and eat well.

9. Seek advice from your physician as appropriate.

CLASSIFIED ADS

HOUSEHOLD

■ Sealy Posturpedic California king size mattress, extra firm top, \$150. Call 901-552-3183.

VEHICLES

■ 2001 Ford Escape XLT, white, roof rack, moon roof, 6-disc CD changer, leather, power driver's seat, v6, auto, 82,000 miles, no dents or dings, \$7,500. Call 901-754-0447.

■ 2000 Toyota Tacoma 4X4 standard cab pickup, blue, JVC CD player, winch, 4 cyl., 5 spd, excellent condition, \$8,500; diamond stud tool box for small pickup, like new, \$100 or free with pickup. Call 901-680-0283.

REAL ESTATE

■ Three-acre lot in south central Tipton County for sale, about two miles north of Shelby County, Dove Heights subdivision, \$60,000. For information, call 901-873-1013.

■ East Memphis home for sale at 515 Princeton Oaks Cove, 4 BR/2.5 BA, 3,000 square feet, swimming pool, large yard, \$307,000. Call 901-212-5002.

■ Southaven home for sale at 5706 Alexandria Lane, 3BR/2BA, new exterior and interior paint, new carpet throughout, large open great room and kitchen, \$115,000. Call Laurie at 901-828-7113.

■ Home for sale at 809 S. Graham near University of Memphis, updated kitchen with granite counters and new floor, all new appliances, newly updated bathroom, home office, \$114,900. Call 901-418-0099.

MISCELLANEOUS

■ Old-fashioned popcorn trolley for sale, five feet tall on wheels, used 10 times, \$150. Call Stephanie at

901-550-3333.

■ Antique Oriental bar with mother of pearl decals, black, very nice; children's wooden fort with slide, ramp and climbing rope. Call Rose at 662-607-0504.

■ Motorola M1225 VHF transceiver, 150-174 MHz, 20 channels, 25-40 watts, \$250; Motorola M1225 transceiver, 450-474 MHz, 4 channels, 10-25 watts, \$150; both are out-of-band programmable. Call Todd at 901-753-0923 after 6 p.m.

■ Hasbro Playskool T.J. Bearytales animated plush bear special value package which includes two books and recording cartridges, new in box, \$40. Call 901-873-1013.

SERVICES

■ Trees trimmed, reasonable rates, no tree too big or small. Call 901-949-5114.

■ Child care for third-shift colleagues, family-based environment, references available upon request, \$15-20 per night. Call Rebekah Lee at 662-622-0801.

■ Custom paint, including Bellagio finish and Venetian plaster, custom trim, crown moulding and chair rails, quality work, references available. Call 901-246-7129.

PETS

■ Four female and four male NKC-registered American Bulldogs, white, white with spot, brindle and white, ready Jan. 5, deposit required for hold, all puppies guaranteed and vaccinated. Call John at 662-801-9995.

■ Registered red cocker spaniel puppies, papers, shots, wormed, ready for Christmas, \$300, photos at picasa-aweb.google.com/puppiesforchristmas, or call 901-767-0077.

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.

WANTED

■ Single white female seeks same to share half of expenses of 2 BR/1.5 BA condominium in Germantown, must fill out application to be verified, six-month lease. Call 662-801-6333.