

## NEA Baptist transition going well

March 1, NEA Baptist Memorial Hospital goes live with some of Baptist's patient care software, including Star patient accounting, Star lab, pharmacy and Horizon radiology, one part of a larger hospitalwide transition to Baptist computer systems, anticipated to be complete around July.

"Since Baptist bought into the joint venture, our team has worked seamlessly with Baptist colleagues to transition to Baptist's systems," said Terry Crider, site manager of information systems for NEA Baptist. "We immediately transitioned to Lawson for purchasing, and are looking forward to incorporating more."

Late last year, Baptist and Northeast Arkansas Clinic announced an agreement in which Baptist acquired majority ownership of the joint venture operating Northeast Arkansas Medical Center, a 104-bed, all-private room hospital in Jonesboro. And many Jonesboro colleagues were pleased with the transition. The software side has gone just as well.

"Most of us are from here and we're very focused on making sure others are taken care of," said Kay Holden, administrative assistant. "We always seek ways to improve professionally and personally, and don't feel put upon to help anyone in need."

Crider mirrored Holden's comments.

"Memphis colleagues have been a tremendous help for us," Crider said. "Given the number of systems we must stay in contact with, incorporating Baptist is a little more technical because you don't want to break any existing connections. There are a lot of talented colleagues in Memphis, and for us, the transition has gone very well."



Dorothy Steele, right, works on her broken wrist with therapist Tasrah Stubbs on a machine developed by Moacir Schnapp, MD, at the Mays & Schnapp Pain Clinic. Steele suffered a broken hand cushioning herself in a fall, then suffered severe pain from nerve damage while her break healed.

## Steele visits pain clinic after a fowl encounter

Dorothy Steele was in the wrong place at the wrong time.

Almost done with her two-mile lunchtime walk at the Internal Revenue Office where she

works, Steele had an encounter most fowl.

A vehicle in the office's parking lot startled some nearby geese, who flew toward Steele. Other geese on the ground in front of Steele followed suit, startling her. She fell backward as a result, shattering bones in her left hand trying to cushion her fall.

(Continued on page 5)



## Learning how everything works together

Rosie Goolsby, RN, nurse educator at Baptist Memorial Hospital-North Mississippi, discusses basic anatomy with a group of South Panola Elementary School students who visited the hospital recently. She also taught basic hand hygiene.

Hospice volunteers needed

Baptist Home Care & Hospice in Batesville, Miss., seeks volunteers for its 11-county service area. Duties include reading or relieving caregivers of hospice patients. Anyone interested must complete a six-hour training session on their time and submit to a TB skin test and background check. In addition, those who do not wish to volunteer in the home can donate other items if they quilt, sew or bake. For information, phone LaDonna Murphree at 800-345-6928 or 662-587-8402.

GuideStone 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, e-mail Ken.Peavy@GuideStone.org, contact April Mollerberg at 901-226-3516 or e-mail April.Mollerberg@GuideStone.org.

March 3.....Baptist Rehab-Germantown Baptist Memphis	March 19 .....Baptist Union City .....Baptist Women's Hospital
March 4 .....Baptist Trinity Home Care & Hospice	March 20 .....Baptist Huntingdon Baptist Golden Triangle
March 5.....Baptist Women's Hospital	March 24 .....Baptist Memphis
March 10 .....Baptist North Mississippi	March 25 .....Medical Alternatives Baptist DeSoto
March 11 .....Medical Financial Services	March 26 .....Baptist Lauderdale NEA Baptist Memorial Hospital
March 12 .....Baptist Union County	March 27 .....Shared Services
March 13 .....Baptist Booneville	March 31 .....Baptist Memphis
March 17 .....Baptist Memphis	
March 18 .....Baptist Collierville	

February Health Care Observances

Monthlong Observances

- National Brain Injury Awareness Month
- Child Life Month
- National Colorectal Cancer Awareness Month
- National Eye Donor Month
- Hemophilia Awareness Month
- National Kidney Month
- National Nutrition Month
- National Professional Social Work Month
- National Save Your Vision Month
- Workplace Eye Health and Safety Month

Weeklong Observances

- March 2-8: Dental Assistants Recognition Week
- March 2-8: Patient Safety Awareness Week
- March 3-7: National School Breakfast Week
- March 10-16: Brain Awareness Week
- March 16-22: National Inhalants and Poisons Awareness Week
- March 16-22: National Poison Prevention Week
- March 16-22: National Pulmonary Rehabilitation Week
- March 30-April 5: Root Canal Awareness Week

Recognition Days

- March 13: World Kidney Day
- March 25: Diabetes Alert Day
- March 27: Wilhelm Conrad Roentgen's Birthday (German scientist who won the Nobel Prize in 1901 for discovery and work with X-rays)
- March 30: National Doctors' Day

*The Lord will guide you continually and satisfy your soul in drought, and strengthen your bones. You shall be like a watered garden, and like a spring of water, whose waters do not fall.*

ISAIAH 58:11

Cancer in the brain and spine

Jason Weaver, MD, of the Semmes-Murphey Neurologic and Spine Institute will present a seminar on the latest developments and treatment options for spine and brain cancers from 6-7 p.m. April 2 at the Semmes-Murphey Clinic at 6325 Humphreys Blvd. There is no charge to attend the program, and a question-and-answer session will follow the presentation. Reserve a seat by phoning 901-522-2619 or visit Semmes-Murphey online and register at www.semmes-murphey.com.

Diabetes: Don't sugarcoat the facts

Baptist Memorial Hospital for Women is hosting a seminar on diabetes designed for clinicians in internal medicine, family practice, endocrinologists, pharmacists, diabetes educators, dieticians, physical therapists and nurses from 7:30 a.m. to 3:30 p.m. April 11. Deadline to register is April 4. A variety of continuing education credits will be offered. To register, phone the Center for Education and Organizational Development at 901-227-2544.



Etiquette ED

Cellular phone etiquette

- Never take a personal mobile call during a business meeting — this includes interviews and meetings with colleagues or subordinates.
- Maintain at least a 10-foot zone from anyone while talking.
- Never talk in elevators, libraries, museums, restaurants, cemeteries, theaters, dentist or doctor waiting rooms, churches, auditoriums or other enclosed public spaces, such as hospital emergency rooms or buses.
- Avoid loud and annoying ring tones that destroy concentration and eardrums.
- Never multi-task by making calls while shopping, banking, waiting in line or conducting other personal business.
- Keep conversations brief and to the point
- Use an earpiece in high-traffic or noisy locations. That lets you hear the amplification, or how loud you sound at the other end.

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.

## Patient Safety week

Hospitals, health care organizations and patient groups across the world will take part in Patient Safety Awareness Week, March 2-8, to raise awareness and education about patient safety. Baptist's focus during this week is on handwashing.

## DeSoto County debit card scam goes global

A debit and credit card theft ring being investigated in DeSoto County, Miss., has now gone global. Fraudulent purchases have been made with the stolen card numbers in Florida, Texas, and St. Petersburg, Russia.

While most of the cases have involved debit card numbers, some credit card numbers have been reportedly stolen as well. In some cases, debit card owners have had their bank accounts cleaned out, usually in a matter of two to three days. The first cases were reported to local law enforcement agencies in Hernando late last year, but the thefts may date back as far as a year ago. More than 240 cases have been reported, and new victims are added to the list daily. Investigators can only speculate about the thieves' method of obtaining the card numbers.

In addition, other recent events compromised local consumers' personal information at both Lifeblood Mid-South Regional Blood Center and Tenet Healthcare Corp. All of these cases point out the need for consumers to remain ever vigilant regarding their personal information and to protect themselves from identity theft.

Report any incidence of credit or debit card fraud to the Federal Trade Commission's identity theft hotline at 877-ID THEFT (438-4338) or online at [www.ftc.gov](http://www.ftc.gov).

## Women's Heart Sunday a success

More than 550 women were

## Metro physicians recognized for quality



Physician quality awards were given to Baptist physicians recently during Baptist's medical executive committee meeting. Recipients pictured above are: back row, left to right, Stuart Mitchell, vice president and metro market leader for Baptist Memorial Health Care, Dharmesh Patel, MD; Stanley C. Thompson, MD; Rodney Wolfe, MD; Emmel "Sonny" Golden, MD; Henry Sullivan, MD; Harry Smith, chairman of the metro-Memphis board of directors; and Thomas Greenwell, MD, chairman of the Metro medical executive committee. Front row, left to right, are: Joy Burbeck, MD; Riad Homsy, MD; Tapan Thakur, MD; William Richards, MD; Sunita Jain, MD; and Rose Lindsey-Guilian, director of quality and medical management for Baptist Memorial Health Care.



## It's not as difficult as you may think

Scott Ford, director of rehab services at Baptist Memorial Hospital-Union County, lectures during one of the recent Healthy Steps classes in New Albany, Miss. The program, designed to help people take steps toward a healthier lifestyle, began Jan. 3 with about 150 participants, who attend weekly classes for eight weeks and learn about such topics as healthier eating and the benefits of exercise. Participants who attend at least six classes are eligible for prizes during a weigh-out and awards program March 20.

screened during Baptist's Women's Heart Sunday at area Macy's stores on Feb. 10. Also, about 500 people took the heart risk quiz, called the Go Red Heart Checkup, an online tool that provides a 10-year, personal heart disease risk assessment from the American Heart Association.

## RN to BSN open house

Open houses for those interested in Baptist College of Health Sciences' RN to BSN program will be April 3, June 12, Aug. 28 and Sept. 11 from 5-7 p.m. For information, contact Lissa Morgan at 901-572-2441.

## Union University Disaster Relief Specific Purpose Fund

The Baptist Memorial Health Care Foundation has established the Union University Disaster Relief Specific Purpose Fund to help Union University in Jackson, Tenn., and its students recover from losses and

## Baptist Leadership Institute prepares future Baptist leaders

The Baptist Leadership Institute was designed to identify and cultivate emerging leadership talent and offer training and education to prepare leaders for other roles.

Selection is based on work performance, leadership competencies and an extensive interview process. Final selections are made by an executive council that includes Stephen C. Reynolds, president and CEO of Baptist Memorial Health Care; David Hogan, executive vice president and chief operating officer; and Bob Gordon, executive vice president and chief administrative officer.



*Baptist Leadership Institute class members and Baptist senior leaders pose for a photo. Pictured are, left to right, Stephen C. Reynolds, president and CEO of Baptist Memorial Health Care; David Hogan, executive vice president and chief operating officer; Leanne Smith, director of business services at Baptist College of Health Sciences; Walter Banks, director of human resources at Baptist Memorial Hospital-DeSoto; Donald Hutson, administrator and CEO of Baptist Memorial Hospital-Union City; Paul Cade, interim administrator at Baptist Memorial Hospital-Golden Triangle; Wanda Miller, director of home care administrative services at Baptist Trinity Home Care & Hospice; Keith Scarborough, director of information systems for Baptist Memorial Health Care; Lindsay Stencel, director of rehabilitation at Baptist Memorial Hospital-Memphis; Skipper Bondurant, administrator and CEO of Baptist Memorial Hospital-Tipton; Brad Kennedy, director of rehabilitation at Baptist DeSoto; Gordon Lintz, assistant administrator at Baptist Memphis; Daryl Blalack, administrator and CEO of Baptist Memorial Hospital-Lauderdale; and Bob Gordon, executive vice president and chief administrative officer for Baptist Memorial Health Care.*

## News, events (Continued from page 3)

damage caused by a recent tornado.

Colleagues can donate online at [www.baptistonline.org](http://www.baptistonline.org) through the Foundation's Web page, can call the Foundation at 901-227-7123 or can contact their facility's pastoral care office by Feb. 29. When donating to the Foundation, please specify the Union University Disaster Relief Specific Purpose Fund. In addition, the system and hospital nursing leadership teams will make a contribution from the Friends of Nursing Fund to help Union University nursing students.

### Amateur radio operator certification

Amateur radio classes will be held on March 11 and 12 at Baptist Memorial Hospital-Collierville in Rooms B and D from 8 a.m. to 5 p.m. both days. Certification testing will be conducted at the end of the second day. For more information or to sign up before the March 3 deadline, contact Raymond Henderson at 901-227-3076 or by e-mail at [raymond.henderson@bmhcc.org](mailto:raymond.henderson@bmhcc.org).



### How about chili?

Joyce Bryant, RN at the Baptist Women's Health Center, serves some of her award-winning chili at the annual chili cookoff at Baptist Memorial Hospital for Women. The cookoff benefits the hospital's adopt-a-school, Sheffield Elementary School. Joyce won in both traditional chili and presentation categories.



## Learning about emergencies

A group of students from the 12 Oaks Montessori School in Oxford, Miss., recently learned about emergency services from the emergency team at Baptist Memorial Hospital-North Mississippi.



## 20 years already?

Bill LeMay, former nurse for Medical Alternatives and now nurse manager at cardiovascular step-down at Baptist Memorial Hospital-Memphis, and Paula Paimore, clinical pharmacist at Medical Alternatives, look at photos highlighting the past 20 years during Medical Alternatives' recent 20-year recognition lunch.

## Pain clinic

(Continued from page 1)

Her fractures healed quickly, but Steele suffered reflex sympathetic dystrophy as a result of the accident, a progressive disease characterized by severe pain and swelling. A keen diagnosis by Dr. Apurva Dalal brought her to the Mays & Schnapp Pain Clinic, where she underwent a multidisciplinary approach of medication, physical therapy and psychological support by clinicians and staff.

Steele says her pain is manageable and continues to improve, and she concluded her first month back at work after only a few months of recuperation.

"So much of what we do is after everything else has failed a patient," said Moacir Schnapp, MD, of the Mays & Schnapp Pain Clinic. "In many cases, we are the seventh or eighth physician for a patient."

Steele's quick referral to the clinic aided in her therapy. She said Mays & Schnapp staff treated her, not just her hand.

"This was a different experience altogether, and I've got a new appreciation for those who suffer chronic pain," Steele said. "But the treatment

## Thirty years of treating pain

Kit Mays, MD, started a pain clinic at the University of Tennessee in 1976. Moacir Schnapp, MD, joined a few years later, resulting in the Mays & Schnapp Pain Clinic. Mays and Schnapp are pioneers in pain treatment, collaborating for more than two decades with a philosophy of care that involves treating the whole patient.

"Pain is such a subjective feeling. The same amount of pain registers differently between two people," said Schnapp. "In addition, there's a stigma attached sometimes to pain because most people can't see any physical proof that pain should exist."

Mays said the longer a person suffers pain, the more intense it becomes.

"For our patients, you first figure out what's wrong," Mays said. "Chronic pain alters everything about a person's life, and hurting is all they become. You approach pain treatment from all sides, and if it's diag-

here has made me a complete person again."

The Mays & Schnapp Pain and Rehabilitation Center is accredited by the Commission on Accreditation of Rehabilitation Facilities for its outpatient pain management serv-



Kit Mays, MD, left, and Moacir Schnapp, MD

nosed early, a lot of damage can be eliminated."

According to the American Academy of Pain Management, about 50 million in the U.S. live with chronic pain. Many believe nothing can be done to alleviate their suffering.

But the clinic's main goal is to restore function to each patient without causing additional pain. The clinic helps patients with a variety of conditions, including reflex sympathetic dystrophy, cancer pain, ruptured discs, shingles, spinal stenosis, arthritis, chronic neck and back pain, nerve pain and fibromyalgia.

ices. It is the only comprehensive center for the treatment of severe chronic pain in the Mid-South, offering advanced technology, an ambulatory surgery center, a physical therapy department, psychological support and physician private practice all under one roof.

"Pain for many involves deep structures of nerves. It's not like cutting a wire, it's like short-circuiting the system," said Kit Mays, MD. "Dorothy was motivated to get better, and because she was referred so early, she was able to progress more rapidly in her therapy."

# CLASSIFIED ADS

## HOUSEHOLD

- Queen size bedroom set, cherry, one year old, \$1,200, includes mattress, dresser, mirror, chest, headboard, foot board and rails, excellent condition, used only as a showcase. Call 662-781-1614.
- Three solid wood loft beds with built-in shelves, desk, five drawers and ladder, \$400 each; excellent condition, mattress not included; white youth bed with mattress, excellent condition, \$40. Call 901-832-2726.
- Large cherry finish solid wood desk, very good condition, \$285. Call 901-843-5933.
- Home interior pictures range from \$25-35; hunter green leather 3-piece sofa, loveseat and chair, \$500; one-piece leather couch, \$50. Call 901-299-7958.
- Antique deacons bench, \$400; two wing chairs, \$100 each, excellent condition. Call 901-756-4002.
- Maytag dryer, excellent condition, \$200. Call 901-340-5198.

## REAL ESTATE

- Condominium for rent May 31 through June 7, 2008, and July 5 through July 12, 2008, at Orlando International Resort Club; 2 BR/2 BA, full kitchen, six person occupancy one mile from Universal Studios and Sea World, five miles from Disney, \$800 each. Call 662-563-1934.
- Unique house for sale at 540 Alexander St., 3 BR/2 BA, sunroom, covered patio, one-year warranty, \$194,000. Call 901-327-9787.
- Southaven home for sale, 5706 Alexandria Lane, 3 BR/2 BA, new exterior and interior paint and carpet throughout, large open great room and kitchen. Call 901-359-1055.
- Home for sale, 3 BR/2 BA, appliances included, renovated, new carpet, seller will assist with closing. Call 901-849-5933.
- Land for sale in Paris Landing area, more than seven acres, half wooded, close to public boat ramp, public water at street, corner port at Lake Hill Beach off East Antioch, \$55,000. Call Chuck at 901-466-7727 and leave a message.
- Midtown home for sale, 349 Garland, 3 BR/2 BA, walk-in master closet, scored concrete floors and new carpet, ventless gas fireplace, large fenced backyard, monitored alarm system, front porch swing, Evergreen Historic District. Call 901-755-8900.
- About 7 acres for sale in the Rosemark/Atoka area off Hwy. 14 and Mudville Road. Call 901-382-0077.
- House for sale at White Station and Summer, 1,000 square foot corner lot, 3 BR/1 BA, carport and garage, includes refrigerator, \$79,500. Call 901-326-8980.
- Cordova condominium for sale, 3,000 square feet, large deck, lake view, new appliances, Jacuzzi, remodeled, \$136,000. Call 901-289-9898.
- Home for rent or lease-purchase, 3 BR/2 BA, island kitchen, salon master bath, tile, carpet and hardwood floors, fireplace, washer and dryer

## 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](mailto:leader@bmhcc.org) or fax to 901-227-3516.

included, fenced yard, large patio and air-conditioned shop, neighborhood swimming pool and tennis court. Call 901-592-1592.

- Bartlett home for sale at 6625 Morning Bell Cove, zero lot, Sungate subdivision, 2 BR/2 BA, great room with fireplace, fenced yard, appliances stay, \$94,500. Call Susan at 901-867-1553.

## SERVICES

- Professional painting, ceiling sprayed, tile, wood, roof and gutter repair and more. Call 901-326-8384 for a free estimate.
- Painting, interior and exterior, room additions, flooring, decks, fencing, sheetrock repair. Call 901-756-4002 for a free estimate.
- Custom kitchen and bathroom remodels, fire restoration, exotic custom tile, sheetrock and paint. Call 901-503-3429 for a free estimate.
- Custom paint and sheetrock, fences, tile, decks, plumbing, ceilings sprayed, driveways, free estimates. Call 901-292-6288.
- Glass replacement for windows, doors, mirrors and showers, replace shower curtain with glass enclosure, references available. Call 901-212-0073 for estimate.
- Custom-made candy for Easter, weddings, birthdays or other events, reasonable prices, all candy

molds; custom made large cookie for any occasion, decorated chocolate-covered strawberries. Call Lesley or Carolyn at 901-475-4448 for pricing.

## MISCELLANEOUS

- Computer desk with room for monitor, tower, keyboard and storage space with black desk surface and faux wood outer surface, \$45; HP1000 Photosmart color printer with ink and USB cable, \$45. Call 901-406-2027.
- 2005 baby jogger jogging stroller, navy blue, 20-inch wheels, excellent condition, \$150. Call 901-240-3636.
- Mustang 18-inch Y2K rims/tires/chrome lugnuts, \$1,200; rear tires are 285/35/17 with about 80 percent thread left, front tires are 245/40/18 with 95 percent tread. Call 901-406-2027.
- Wedding ring, 14-carat white gold with pear-shaped diamond and small diamonds around it, 1.25 CTW, size 5.5, lifetime warranty/protection plan, wedding ring never worn, \$1,450 OBO, photos upon request. Call 901-406-2027.
- Hewlett Packard computer, 17-inch monitor, mouse, keyboard, speakers, great condition, computer desk with office chair, all like new, \$400. Call 901-503-0283.

## VEHICLES

- 1993 Mitsubishi Eclipse, good tires, AC works, \$635. Call John at 901-685-0347.
- 2003 Harley Davidson Softail Standard, anniversary edition, black, 7,600 miles, 1450cc motor, fuel injection, alarm, \$10,500. Call 662-236-1581.
- 1996 Ford Mustang GT convertible, 72,000 miles, black with tinted windows, leather, Mach 460 stereo, Flowmaster exhaust, \$6,999 or \$8,199 with new wheels. Call 901-406-2027.
- 2006 Toyota Tacoma crew cab, 2WD, silver, TRD off road, great condition. Call 901-238-4003.

## PETS

- Red nose pitbull puppies, first shots and wormed, light tan with white on chest and toes, three male and two female left, \$200 OBO. Call 901-219-9092 and leave a message.
- Chihuahua, one year old, no papers, elderly owner cannot take care of him. Call 662-801-6333.

## 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](mailto:HelpDesk@bmhcc.org).

Baptist Leader, Vol. 72, No. 5, February 29, 2008

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*Baptist Leader* is published by Corporate Communications, Baptist Memorial Health Care Corp., 350 N. Humphreys Blvd., Memphis, Tenn. 38120. It is distributed bi-weekly to all BMHCC entities in the Mid-South. **Deadline for article submissions and classified ads is 2 p.m. Monday prior to publication. Send article ideas and submissions as well as classified ads to [leader@bmhcc.org](mailto:leader@bmhcc.org) or fax to (901) 227-3516.** Baptist Leader is printed on recycled paper.