

Fill out reader survey and enter chance to win great prizes

Avoiding mortgage fraud

Baptist Rehab-Germantown hires new psychiatrist

Hand hygiene protects patients as well as employees

Wash your hands.

That's the mantra of physicians, clinicians and hospital staff. It also applies to hospital patients, their families and guests. It is so important that Baptist hospitals have made it a part of patient care protocols.

For that matter, it's a good practice wherever



you are.

Simply, it is the best way to prevent infection or the transfer of bacteria. In clinical settings, enhanced patient care means washing hands with soap and water or using an alcohol gel often.

"Bacteria and infections are not rare, and much of the public's heightened anxiety over them is because of the attention infections have

received," said Michael Threlkeld, MD, chairman of the infection control committee at Baptist Memorial Hospital-Memphis. "In fact, it is quite common, and our bodies are well-equipped to fight bacteria and infection to protect sores or cuts. In a few cases, antibiotics are administered. It becomes a larger issue when you introduce bacteria, or resistant bacteria, into an environment where someone is more susceptible."

Methicillin-resistant staphylococcus aureus, more commonly known as MRSA, is a bacteria that has developed a resistance to some anti-

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Race for the Cure



Walkers participating in the recent Susan G. Komen Race for the Cure put pink sheets of paper on their backs signifying for whom they were participating. Baptist sponsored the recent event at the Shops of Saddle Creek in Germantown to raise money for the Susan G. Komen Foundation. At right, Racheal Williams honors herself in the Race for the Cure. Williams was diagnosed with breast cancer in 2007. In addition to sponsoring the event, Baptist displayed both of its mobile mammography units. Participants received pink bags and backpacks provided by Baptist volunteers, as well as discount certificates to makeup and beauty store Sephora. Last year, the Memphis/Mid-South Affiliate of Susan G. Komen for the Cure provided \$160,000 for Baptist's mobile mammography program.

Health Care Observances

Monthlong Observances

National Alzheimer's Disease Awareness Month
 Diabetic Eye Disease Month
 National Epilepsy Awareness Month
 National Family Caregivers Month
 National Healthy Skin Month
 National Home Care Month
 National Hospice and Palliative Care Month
 National Pancreatic Cancer Awareness Month
 Prematurity Awareness Month
 Christmas Seals Campaign
 Jingle Bell Run/Walk for Arthritis

Weeklong Observances

Nov. 1-7: Medical-Surgical Nurses Week
Nov. 1-7: National Urology Nurses Week
Nov. 2-8: National Allied Health Professions Week
Nov. 2-8: National Diabetes Education Week
Nov. 2-8: National Health Information and Technology Week
Nov. 2-8: National Medical Staff Services Week
Nov. 2-8: National Radiologic Technology Week
Nov. 9-15: Perioperative Nurse Week
Nov. 10-14: Lung Cancer Awareness Week
Nov. 16-22: Bladder Health Week

Recognition Days/Events

Nov. 18: Prematurity Awareness Day
Nov. 20: Great American Smokeout
Nov. 22: National Family Volunteer Day

Baptist Rehab-Germantown hires new rehabilitation physician

Baptist Rehabilitation-Germantown recently hired Danielle Hinton as a physiatrist, a nerve, muscle and bone expert who treats injuries or illnesses that affect how people move.

Hinton was a resident physician at the University of Arkansas for Medical Sciences department of physical medicine and rehabilitation. She was also chief resident at UAMS from October 2007 until April 2008.

She earned her medical degree from the University of South Alabama-College of Medicine in 2004 and her bachelor's degree in chemistry from Jackson State University in 2000, where she was senior class president.

Hinton is a member of the American Academy of Physical Medicine and Rehabilitation, Academy of Academic Physiatrists, American Pain Society, National Medical Association, American Medical Association and Arkansas Medical Society.

BBB warns businesses about a scam

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. 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.

The Lord also will be a refuge for the oppressed, a refuge in times of trouble.

PSALM 9:9

With the finish line in sight, Camille Mobbs, left, and Melissa Blackwell, both of Union City, shared a laugh and power-walked their way to the end of the first-ever **Baptist Health Quest** half-marathon held Sept. 20. The race started and ended at Union City High School and in between wound its way through the streets of Union City for a 13.1-mile "fast and flat" course. The inaugural walking event drew 53 participants, including a number of local walkers and many out-of-town marathon enthusiasts. Everyone who entered received a special T-shirt and everyone who finished was awarded a medal and a towel, with trophies and cash prizes also awarded to the top-finishing men and women. The half-marathon was also a local CornFest event.



Congratulations to **Baptist Memorial Hospital-DeSoto food and nutrition services** for being named Morrison's Heart of the South Account of the Year. To be Account of the Year, Baptist DeSoto food and nutrition services maintained an exceptional rating with Morrison by meeting patient satisfaction and financial goals, colleague retention and community service activities, and by having testimonials from the Baptist DeSoto administrative team.

Steve Scranton, director of food and nutrition, said the award is the result of consistent and exceptional teamwork by food and nutrition colleagues.

Baptist Memorial Hospital-Golden Triangle offers a minimally invasive procedure that has shown promising results in treating inoperable liver cancer.

Baptist Golden Triangle offers the yttrium-90 microsphere radioembolization, an FDA-approved procedure that delivers targeted, internal radiation therapy. This procedure is used to treat liver cancer in patients who cannot have the tumors surgically removed. It may also be used to shrink tumors before surgery.

During the procedure, a catheter is inserted through a tiny incision in the groin and threaded through the arteries until it reaches the hepatic artery. Then millions of tiny beads, which contain the radioactive element yttrium-90, are released. The beads work to prevent blood flow to the tumor and destroy cancerous cells.

**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.

David Elliott, vice president of managed care and CEO of Baptist Health Services Group, was recently honored by



David Elliott

the American Red Cross with a Volunteer Memphis 2008 Volunteer Employee Spirit Award nomination. Elliott is chairman of the board. Robert Hoguet, executive director of the American Red Cross, lauded Elliott's efforts to help with sheltering 3,000 Hurricane Gustav evacuees for eight days, and the "many years of unstinting service he has quietly rendered to our organization and to others, like the Boy Scouts and Baptist's Camp Good Grief and hospice programs."



Teen Camp Good Grief camper Christy releases her candle with a note to her loved ones during the memorial ceremony at Teen Camp Good Grief Oct. 18 at Camp Bear Track in Drasco, Ark. At right, Teen Camp Good Grief buddy Tiffany Johnson from Baptist Memorial Hospital for Women, right, celebrates with camper Crystal following a ride down the zip line. Baptist Trinity Hospice's Teen Camp Good Grief is made possible through a grant by the Baptist Memorial Health Care Foundation.



Camp Good Grief for Teens

Avoiding Mortgage Fraud

Mortgage fraud is becoming increasingly common. Scam artists often target homeowners struggling to meet their mortgage commitments or eager to sell their homes.

There is help available when facing financial problems or foreclosure, but make sure you are dealing with a reputable organization before getting involved. To protect your home and home equity and avoid falling victim to fraudulent schemes, recognize and understand the signs of mortgage fraud. Know how to report fraud to state and federal authorities so they can stop scam artists from preying on innocent borrowers.

Start by learning the motives behind mortgage fraud. They are generally classified into one of two categories:

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In honor of survivors

Baptist Memorial Hospital-Booneville recently hosted its annual Breast Cancer Awareness Luncheon at the First Baptist Church fellowship hall. More than 60 from the community attended and listened to cancer survivor Lori Grace Davis, pictured above with Baptist Booneville administrator and CEO Larkin Kennedy.

Fill out this reader survey and earn a chance to win a \$500 gift card or iPod!



I read Leader:

- every issue
- periodically
- if there is something interesting
- rarely

I am interested in reading about:

- organizational news
- clinical initiatives and news
- patient and colleague stories and profiles
- health care trends and news

I would like Leader to have more coverage of:

- organizational news
- colleague profiles
- colleague news and awards
- patient care stories
- more photos

Please mark all that apply; In Leader...

- I like to know what other hospitals are doing.
- I like seeing photos of fellow colleagues.
- I find out about classes and seminars.
- I get updates on our organization.

Please mark all that apply; I read Leader for...

- classified ads
- finance and annuity columns and tips
- patient safety and patient care stories and columns
- leadership columns

Please check true or false:

- T F
- Leader lets me know how the organization is doing.
 - Leader gives me information to perform better in my job.
 - I feel connected to other Baptist colleagues through reading Leader.
 - I can easily pick up a copy of the most recent issue of Leader at my entity.

I prefer Leader:

- weekly
- every other week
- monthly
- doesn't matter

I wish Leader covered more _____

and less _____

A random drawing will be held December 5, 2008, to select two colleagues for prizes. First prize is a \$500 Wal-Mart gift card. Second prize is a 16GB Apple iPod Touch. Please complete personal information below. Colleague information is for survey purposes only. Please note only surveys that are completely filled out are eligible for prize drawing. Completed surveys can be faxed to 901-227-3516 or mailed to Chris Pennington, Corporate Communications, Baptist Memorial Health Care Corp., 350 N. Humphreys Blvd., Memphis, Tenn., 38120. Colleagues can also fill out the survey on the Baptist intranet by clicking on Reader Survey on the Baptist intranet home page.

NAME: _____

ENTITY/DEPARTMENT: _____

YEARS WITH BAPTIST: _____

PHONE: _____

Fraud

(Continued from page 3)

Fraud for property or housing, and fraud for profit.

Fraud for property

Fraud for property, also known as fraud for housing, generally occurs when borrowers wants to purchase a property they know they cannot afford. Borrowers are often aided by

dishonest mortgage industry professionals who submit or encourage the submission of false information about the borrowers' employment, income or assets in order to

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otics. In those settings where a patient's immune system is compromised by a treatment or illness, keeping that environment as bacteria-free as possible is important to his or her care.

Clinical departments track compliance and incidences alike, and use teamwork to help ensure everyone is washing their hands.

Baptist hospitals incorporate evidence-based practices from organizations like the Centers for Disease Control and Prevention and the Association for Professionals in Infection Control. And the first and most effective practice is hand hygiene. Wearing exam gloves is also important.

"Because our hospitalized patients are in a more susceptible state," said Debbie Nance, director of quality and accreditation and infection control at Baptist Memorial Health Care, "our clinicians follow the hand-hygiene guidelines by washing or cleaning their hands when entering and leaving the patient room, before performing any patient care, and by putting on gloves and even gowns if necessary. We strive to treat each patient with the care and respect that we would give our own family members in order to promote a healing environment."

And patients should ask, too.

"There's nothing wrong with a patient asking a nurse or clinician if they have washed their hands," Nance said. "It's part of a patient taking an active role in their care. We want the patients and families to feel comfortable participating as part of their health care team."

Many Baptist hospitals are also taking an active role in the care of patients who may be at risk for being colonized with MRSA. This allows the physician and caregivers to take precautions in caring for those patients and may help to initiate treatment to help prevent infection.

A North Carolina hospital system has increased its hand washing compliance from 49 percent to 99

percent and decreased MRSA infection rates by 53 percent. At Baptist Memorial Restorative Care Hospital, hygiene and patient care initiatives have benefited patients and colleagues.

Using a theme of "get gelling," Baptist Restorative Care Hospital colleagues hold one another accountable not only for hand-hygiene compliance, but keeping fellow colleagues and patients safe. In addition to posters, newsletter stories and other forms of publicity, the hospital also keeps hand hygiene in colleagues' minds through seasonal and sports themes and prizes.

"Even though hand hygiene is an individual act, it requires a team approach," said Cindy Cole, manager of quality management at Baptist Restorative Care Hospital. "The team has to help ensure everyone is doing what they need to do. In this case, we like to keep things fun so it becomes more of a routine. But every colleague here knows how important it is, and we're all committed to providing our patients with exceptional care."

As a facility that provides long-term acute care, Baptist Restorative Care Hospital is especially sensitive to issues that can arise from someone being a patient for an extended period of time. But it's not just Baptist Restorative Care Hospital. Hand-hygiene programs are in place systemwide.

Baptist also participates with other hospitals in the Memphis area in a citywide hand-hygiene initiative. In addition, all of Tennessee's Baptist-affiliated hospitals are working with the state of Tennessee to reduce incidences of MRSA infection through both patient and clinician education.

"Baptist colleagues work daily on enhancing care for our patients," Nance said. "And through the teamwork of not just Baptist colleagues and physicians, but patients and guests, we can provide an environment that best enables our staff to deliver excellent care."



Stars upon Baptist Memphis

Jason Little, right, CEO and administrator of Baptist Memorial Hospital-Memphis, congratulates this quarter's Star recipients during a recognition reception. Star recipients are awarded because of a patient or guest who included their name positively in the Press Ganey patient satisfaction survey. Assistant administrator Ric Ransom is pictured back left.

Fraud

(Continued from page 4)

qualify for a loan.

Borrowers are often tempted to engage in this type of fraud by a strong desire for homeownership and the belief that no one will check the information. However, lenders detect fraud for housing schemes by thoroughly reviewing and validating documents and keeping diligent records. It is a federal crime to lie in connection with the loan application and these individuals may be at risk of criminal prosecution.

Fraud for profit

Frauds for profit schemes often involve a group of people who defraud a prospective homebuyer or mortgage lender. For example, a dishonest mortgage broker may partner with a loan processor to create a fictitious credit profile, and with an appraiser to inflate the property value. Additionally, "straw borrowers," who falsely represent themselves, may be enticed to participate through the promise of financial gain.

Fraud for profit schemes are also attractive to criminal enterprises lured by the opportunity for greater profits, fewer dangers than those commonly associated with violent crime, and reduced sentencing or jail time.

Important Resources

If you are facing financial difficulties that are making it difficult to pay your mortgage, or if you feel you might be falling prey to a fraudulent scheme, the best solution is to talk to your lender. HealthNet Federal Credit Union's loan offices can assist you with any questions or concerns. Also, be wary of individuals who promise to rescue you from financial difficulty or possible foreclosure.

Help is available to you, but you have to take the first step. Confidential counseling is available.

William A. Whitten

Vice President

HealthNet Federal Credit Union

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.

YARD SALE

- Multi-household yard sale hosted by the Annesdale Park Neighborhood Association from 8 a.m. to 2 p.m. Saturday, Nov. 8, located between Cleveland Ave. and Bellevue Blvd., in one of Midtown's historic neighborhoods. Furniture, appliances, children's clothing and more for sale.

HOUSEHOLD

- Kenmore side-by-side refrigerator, black and stainless, \$800; pine dining table with leaf, six chairs and matching hutch, \$800; Sears refrigerator, ice maker, working condition, \$75 OBO; Frigidaire electric cooktop, stove/oven, black and stainless, excellent condition, \$400. Call Wendy at 901-871-1372.
- Computer desk, white oak with file drawers, illuminated hutch; Kenmore Elite king-size capacity dryer, two years old; new white pantry/utility cabinet, 36X21X70, adjustable shelves, all items must be sold. Call 901-386-6046.
- White Whirlpool side-by-side refrigerator with ice maker on freezer, \$250. Call 901-489-8357.
- Heavy ornate iron coffee table and two matching end tables with beveled glass tops; large dark wood marble-topped coffee table with two drawers and matching end table with one drawer, both in excellent condition, \$200 per set. Call 901-854-3734.
- King size mattress and foundation set, Simmons Beauty Rest WorldClass collection, new condition, \$900. Call 901-262-7642.
- Oak entertainment center, middle size, fits 32-36 inch TV, \$100 OBO. Call 901-283-2832.
- Loft style twin bunk bed center, pine, excellent condition, includes built-in six dresser drawers, three-drawer youth desk, open bookcase, ladder and mattresses as part of set, \$450. Call 662-349-9771.
- Antique oak English pub table with barley twist legs and four matching chairs, excellent condition, \$900; Charleston Forge, four glass top tables, heavy three-quarter inch glass on metal frames, great condition, \$800 for all four, can e-mail pictures. Call 901-212-8786.

MISCELLANEOUS

- Polaris 360 pool cleaner, used once, \$600. Call 901-871-1372.
- Marada power boat, 21 feet, with double axle Aramada trailer, MerCruiser inboard V8 with Alpha One outdrive, seats seven, runs great, can e-mail photos, \$4,800. Call 901-413-8980 and leave a message.
- Pear-shaped wedding/engagement rings, 1.25 ctw, 14k white gold, engagement ring has pear-shaped diamond surrounded by smaller diamonds and wedding band has smaller diamonds on top portion, comes with lifetime protection plan from Zales, \$1,100, rings worn four months. For information, call 901-415-9097 or see photos online at <http://s25.photobucket.com/albums/c80/east-er9053/rings/>

- A-line, strapless, white wedding dress with lace overlay and bead embroidery from David's Bridal, never worn, size 8, \$350, veil also available for \$50. Call 901-334-8102.
- Gateway 2000 desktop computer for sale, great condition, expandable tower, web cam, speakers, \$425; HP laser printer, \$75. Call 901-679-9505.
- Stunning all white wedding gown, size 20-22, spaghetti straps, medium size train, purse and scarf included, great condition, \$150 OBO. Call 901-283-2832.
- 1983 Coleman Sequoia pop-up camper, 23 feet long, sleeps 6, canvas, excellent condition, \$995. Call 901-682-1190.
- Briggs Stratton Craftsman lawn mower, 22-inch cut, \$100; patio lounge chairs, \$20 each; vacuum cleaner, \$75. Call 901-755-2087.
- 2005 Tracker Targa V17 fish/ski boat, 90 hp Mercury, walk-through windshield, fish finder, depth finder, live wells, CD stereo, trolling motor, seats five, great condition, less than 19 hours, \$12,000. Call 870-635-1412.
- Antique hand crank Edison Disc Phonograph and records, works, cabinet is 52 inches tall, finish is scratched and front grill is missing, \$100. Call 901-274-8720.

REAL ESTATE

- Home for rent at 1030 N. Evergreen, 2 BR/1 BA, ceiling fans in all downstairs rooms, bonus room upstairs and half bath, two-car garage, carpet and hardwood flooring, all appliances, central heat and air, iron storm doors, \$665 per month. Call 901-415-9097.
- House for rent in Eudora, Miss., 3 BR/1 BA, large eat-in kitchen, LR, DR, separate laundry room, tile floors, \$500 per month, \$500 deposit. Call 901-489-8357.
- Davies Plantation home for lease/purchase at 3300 Wolstenholmes Dr., well-maintained home, 5 BR/3 BA, large great room, banquet-size dining room, large master bedroom and kitchen, updated hardwood floors and tile along with new carpet, security cameras, outdoor sprinklers, two-car attached and detached garage, \$1,900 per month. For information, call 901-292-8700.
- Collierville home for rent or purchase, 5 BR/2.5 BA, more than 3,100 square feet, oversize rooms, granite countertops, stainless cooktop with convection oven, hardwood floors, master bedroom on first floor and Jacuzzi in master bath with separate shower, renovated eat-in kitchen, two-car garage and fenced yard, \$1,800 per month rent or \$254,900. Call 901-494-3380.
- Home for rent at 1632 Hopewell Road, in the Quince and White Station area, 2 BR/1 BA, fenced yard and covered back porch, all appliances, \$825 per month. Call 901-573-4251.
- Cordova home for rent, 3 BR/2 BA, double attached garage, fireplace, large fenced yard, new paint inside and out, \$950 per month, available Dec. 1. Call 901-759-9893.

VEHICLES

- 2005 GMC Envoy XL SLE, 2wd, 4dr, 4.2L V6, excellent condition, loaded, 39,000 miles, pewter color, \$15,000. Call 901-351-0212.
- 2003 GMC Yukon, white, one owner, non-smoker, all power, 31,700 miles, excellent condition, \$13,000. Call 901-487-4717.
- 2001 Jeep Cherokee sport, 4 dr, 4.0L V6, 4 WD, power, 108,000 miles, AC, CD player, \$7,400. Call 901-795-8800.

SERVICES

- Fast kitchen and bathroom remodels, additions, fire restoration, ceramic tile, decks, sheetrock and paint, free estimates. Call Marcus at 901-503-3429.
- Junk removal, cleaning out attics, yard waste, I haul anything. Call John at 901-327-6215.
- All types of residential and commercial cleaning, two ladies, two hours, \$80. Call 901-691-0737.
- Mature lady can clean your office or home, reasonable rates, dependable. Call 901-643-2168.
- House cleaning services, call Susan at 901-461-5606 for a free estimate.
- Firewood for sale, call Lester at 901-212-0073.
- Home renovations, reom additions, decks, fencing, electrical, plumbing and more. Call Dan at 901-626-7159 for a free estimate.

PETS

- Sibling cats free to good home, about 5 years old, one tabby male, neutered and declawed, one calico female, spayed, declawed. Call 901-451-0217.
- Two guinea pigs and cage free to nice home. Call Rose at 901-503-4946.