



Colleagues contribute \$1 million to Hospice House campaign

To donate, call 901-227-7123 or visit bmhgiving.com.

Karen Pope, social worker, and Bird Jackson, certified nursing assistant, both with Baptist Trinity Hospice, present Stephen Reynolds, president and CEO of Baptist Memorial Health Care, with a \$1 million donation from Baptist colleagues to the Baptist Trinity Hospice House and Kemmons Wilson Family Center for Good Grief. To date, more than \$10.8 million has been raised, and the employee phase of the campaign continues through March.

Watridge named medical society president

Dr. Clarence B. Watridge, chairman of Semmes-Murphey Neurologic & Spine Institute, recently was installed as president of the Memphis and Shelby County Medical Society. The Memphis Medical Society



began with the founding of the Shelby County Medical Society in 1876. The Society's objective, as stated in its constitution, "Shall be the advancement of medical knowledge, the elevation of professional character, the protection of the professional interests of its members and the promotion of all measures adapted to the relief of suffering, the improvement of health and the protection of the lives of the community."

"The physician community of Memphis is one of its greatest treasures," Watridge said. "Physicians show up every day to care for the medical needs of the community. I quiver to wonder what would happen if they didn't show up for just one day. They are, for the most part, unsung heroes giving of themselves in ways non-physicians cannot understand. To have been elected by this group of people to lead as their president is truly humbling. I am truly unworthy of the position but gratified that my peers have so acted."

Building a home

Today, Baptist begins to help Lana White build her new home. Nearly 500 Baptist colleagues are volunteering more than 1,900 hours of work to ensure White and her seven children and grandson see their dream of owning a home come true.

"First off, I'm very thankful that Habitat and Baptist are helping my family to be first-time homeowners," White said. White will work alongside Baptist colleagues in the construction of her home.

Partnering with Habitat for Humanity, Baptist decided some time ago to commit to constructing a home for someone in need. According to Habitat, Baptist's commitment is the largest sponsorship by a health care organization in the Memphis area to date.

(Continued on page 5)



Lana White, center, along with her children and grandson, will work alongside Baptist colleagues during the construction of her home. March 13 kicks off Baptist's volunteer construction efforts, and the home will be dedicated May 13. This is the first time Baptist has partnered with Habitat for Humanity, and the building of the home requires nearly 500 colleagues volunteering more than 1,900 hours of work.

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

March 17 Baptist DeSoto	March 19-20 Baptist Golden Triangle
March 17 Baptist Booneville	March 23 Baptist Memphis
March 18 Baptist Tipton	March 24Baptist Corporate Building
..... Baptist North MississippiBaptist DeSoto
March 19 Baptist Union County	March 25 Baptist Huntingdon

Dr. Tony Campolo, author and professor emeritus at Eastern University, will be the featured speaker of the fourth Dorothy and Kemmons Wilson Speaker Series, sponsored by the Kemmons Wilson Family Foundation. The event is free and begins at 7 p.m. March 31 at Christ United Methodist Church. The speaker series was established to honor and remember the legacy of Dorothy and Kemmons Wilson. Kemmons Wilson is the founder of Holiday Inn and left a legacy of philanthropy in the Mid-South.

March CEOD Classes for Leader

Staff Classes

March 18 Baptist Booneville(Staff) Basic Telephone Skills

Management Classes

March 18 NEA Baptist Everybody Wins
 March 26 Baptist Lauderdale Broken Windows

The Baptist College of Health Sciences is hosting an open house for nurses interested in the RN-BSN program at 6 p.m. April 2. Call 901-575-2247 to reserve a space.

Health Care Observances

Monthlong Observances

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

Weeklong Observances

- March 8-14:** National Patient Safety Awareness Week
- March 15-21:** National Poison Prevention Week
- March 15-21:** National Pulmonary Rehabilitation Week
- March 16-22:** Brain Awareness Week
- March 29-April 4:** National Healthcare Access Personnel Week
- March 29-April 4:** Root Canal Awareness Week

Recognition Days/Events

- March 24:** American Diabetes Alert Day
- March 28:** National Walk for Epilepsy
- March 30:** National Doctors' Day

Pardon and you will be pardoned.

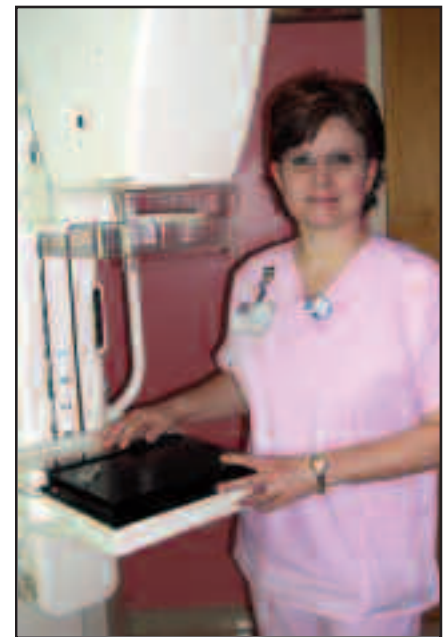
LUKE 6:37



Baptist's North Mississippi hospitals, through the Baptist Memorial Health Care Foundation, were awarded grants during the Komen North Mississippi Race for the Cure Awards grant ceremony, where \$206,370 was given to various hospitals and agencies in North Mississippi to reach under-served women in the region. The Foundation was awarded \$79,600 to provide mammograms at Baptist Memorial Hospital-Union County, Baptist Memorial Hospital-Booneville, Baptist Memorial Hospital-Golden Triangle, and Baptist Memorial Hospital-North Mississippi.

Pictured above, left to right, are: **Crystal McBrayer, RN**, coordinator for occupational health at Baptist Union County; **Nancy Kidd**, director of marketing and physician relations at Baptist Union County; **Sergio Warren**, director of marketing at Baptist Booneville; **Christina Brown**, director of marketing and physician relations at Baptist Golden Triangle; **Pam Pickens**, director of Baptist Centers for Cancer Care-Golden Triangle; and **Ann Smith**, manager of administration and grants for the Foundation.

Lisa Long, radiology technician, recently was named first quarter **Service First Champion at Baptist Memorial Hospital-Tipton**. Radiology director Shane Denevan noted that Long received multiple compliments each month in Press Ganey patient surveys. Colleague Camille Ballard said Long "is one of the most positively influential technicians I have worked with," and is "just always there to lend a hand."



**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.

AROUND THE SYSTEM

An announcement all about women



Shelby County Mayor A C Wharton, gives a thumbs-up during a press conference announcing the All About Women event at Baptist Memorial Hospital for Women. All About Women, schedule for May 9 at the Cook Convention Center, is designed to connect women with free resources to balance and renew their lives and improve their health.

Baptist Memorial Hospital-DeSoto

recently honored two nurses with **DAISY Awards** for their service to patients. **Lisa Riley, RN, emergency department,** received the award for December. Riley was nominated by a patient who wrote that Riley made her "feel comfortable. She explained everything the doctors were going to do...and I appreciate her work and all the work the entire team performed." January's DAISY recipient was **James Lea, RN, emergency department,** who in the past few years has received many patient compliments. One wrote that Lea was "an angel sent from God. James gave me peace of mind and he never left my side. (He) went above and beyond the call of duty."



Lisa Riley



James Lea

DAISY Awards were inspired by a patient who was awed by the skill and compassion of the nurses who cared for him. Winners receive a special, commemorative, hand-carved gift.

Baptist Memphis is hosting **adult hospital volunteer orientation** April 11 from 1-2 p.m. in the Ann L. and Joseph Powell Library, located in the Physician Office Building next to the hospital. Volunteers learn about the history of Baptist as well as the many volunteer roles available. Applications are available at orientation, and no reservation is needed to attend.

NEA Baptist Memorial Hospital and Dillard's recently hosted an NEA Baptist Heart Saturday Feb. 21 at Dillard's in the Mall of Turtle Creek.

Nearly 150 received free cholesterol, BMI and blood pressure screenings.

In addition, information and counseling were available. Dr. Suresh Patel of NEA Clinic presented information on the importance of heart health.

SEMINARS

Baptist Memorial Hospital for Women hosts the **Dr. Sam P. Patterson Library Seminar Series** to address women's health and wellness issues – from heart disease to the benefits of massage therapy.

Reservations are required and can be made Monday through Friday, 9 a.m. to 5 p.m., by calling 800-4-BAPTIST or 901-227-8478.

Identity Theft is a Billion Dollar Business

Tuesday, March 17, noon to 1 p.m.

One of the country's fastest growing crimes, identity theft affected more than eight million Americans last year.

This seminar, led by Tami Neely, certified identity theft risk management specialist, LifeLock, aims to arm participants with the knowledge needed to protect themselves and their loved ones against identity theft.

Kimmie McNeil Vaulx recently was named **system director of corporate communications.** Vaulx has been with Baptist since 2001, and was most recently director of marketing and community involvement. Prior to being at Baptist, Vaulx worked for AutoZone's corporate community relations department.



Kimmie McNeil Vaulx

"Kimmie has been an asset to Baptist since she began," said Scott Fountain, senior vice president of Baptist Memorial Health Care. "I look forward to her continuing to promote our organization's mission and ministry in this new role."

In this role, Vaulx is responsible for corporate communications activities for Baptist's 15 hospitals and 30 corporate subsidiaries.

The Corporate Communications department comprises six divisions: public relations, marketing, community relations, creative services, internal communications/publications and Web marketing.

Vaulx conducts local, regional and national media relations and marketing efforts; and oversees and directs the corporation's Web site, special events, all internal and external publications, graphic design and video, audio and print production.

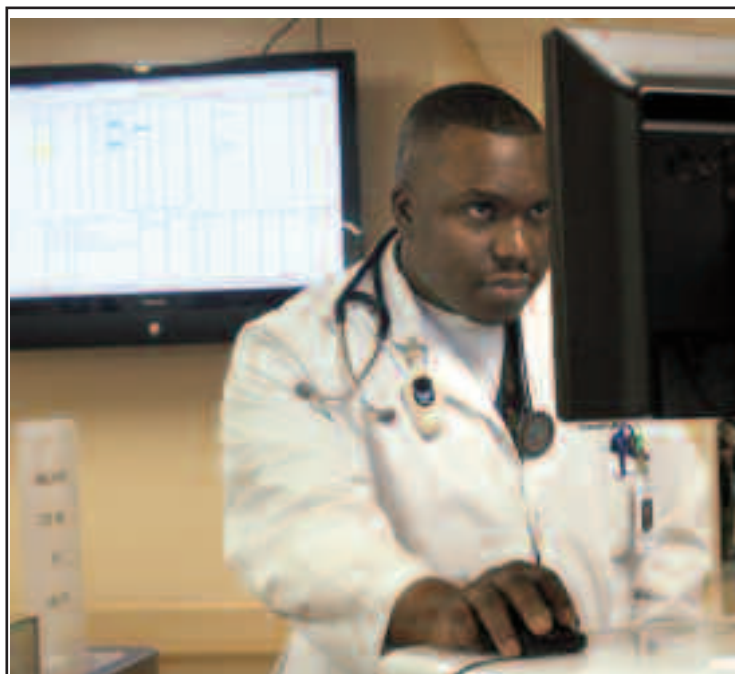
In addition, all marketing personnel throughout Baptist's other metro and regional hospitals coordinate with Vaulx and her staff.

"I am humbled to be given this opportunity," said Vaulx. "I'm excited to be in this role, and also am glad to continue to work with dedicated colleagues who bring their best every day."



Baptist Memorial Hospital-North Mississippi sponsored the Lafayette County Heart Ball. The event, named Art for Heart, benefited the American Heart Association. Pictured, front row, left to right, are Dana Williams, chief financial officer; Carol Upton, director of marketing and provider relations; Dr. Laura Fowlkes. Back row, left to right, are Don Hutson, administrator and CEO; Dr. Lawrence and Melody Deese; Dr. Hubert and Rose Spears; William Norris, director of food and nutrition services; and Steve Edmonds, director of pastoral care.

BAPTIST MEMORIAL HOSPITAL - DESOTO



Dr. Mohammad Bah charts the progress of a patient at Baptist DeSoto as it shows up on the new ED tracking board behind him. In addition to the tracking board, Baptist DeSoto recently went live with many other electronic clinical documentation systems.

Keon Falkner, assistant administrator at Baptist Memorial Hospital-DeSoto, was the featured speaker at the annual Memphis Healthy Churches dinner.



DeSoto go live quiet

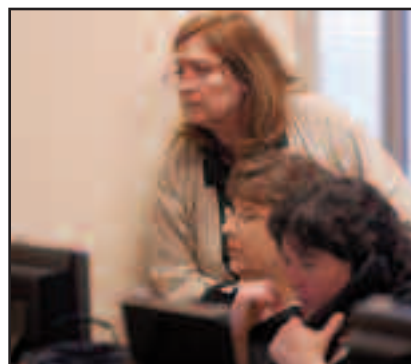
Monday morning at Baptist Memorial Hospital-DeSoto was quiet. A little more than 24 hours into a transition to BaptistCD software, support staff and clinicians alike were reporting no serious issues.

"Our training was extensive, so I knew what to expect," said Shellie Goolsby, RN, 6 Tower, using one of the unit's substations. "It took some getting used to, but so far we're working well with it."

Goolsby has worked for Baptist 15 years. Before joining DeSoto, she worked at Baptist Memorial Hospital-Union County.

Sunday, Baptist DeSoto went live with such BaptistCD programs as Horizon Surgical Manager, ED

Tracking Board, Horizon Order Management, Horizon Passport and Star Foundation. It is the first time four BaptistCD programs and Star Foundation were brought up at the same time. More than 1,500 electronic devices were involved in the go-live, and despite the snowy conditions on the first day, the event was fully staffed.



Support during the go-live was critical to a smooth transition. Above, Susan Swain, analyst in nursing informatics, helps troubleshoot during the go-live March 2 at Baptist DeSoto.

"We have had outstanding support from our team, and the clinicians in the units were well trained to begin using the new software," said Chris Hopper, nursing infor-

matics manager. "As a result, this transition to the new software has been made with very few issues."

Baptist DeSoto's emergency department, in addition to computers on wheels, also had tracking boards installed.

"The training was great, and



Students in the **Lauderdale County Chamber of Commerce's Youth Leadership class** from Ripley and Halls high schools recently toured Baptist Memorial Hospital-Lauderdale to learn about different careers offered in health care. Giving the tour of radiology is Ricky Ancar, nuclear med tech.

Go-live (Continued from page 4)

we're adjusting well to the programs," said Debbie Stubblefield, nursing director at Baptist DeSoto. "Our ED physicians like Dr. Mohammed Bah have been very supportive of our efforts, which is critical to our success."

Future go-lives are planned at Baptist Memorial Restorative Care Hospital May 1, Baptist Memorial Hospital-North Mississippi Aug. 1, and Baptist Memorial Hospital-Golden Triangle Nov. 1.

Colleagues from corporate nursing informatics and information systems, as well as Baptist DeSoto IS colleagues and representatives from McKesson staffed the go-live around the clock for seven days. Chris Altendorf, director of nursing informatics, said that live

support is managed by participation from four sectors: the facility, nursing informatics, information systems and McKesson support.

"With this four-pronged approach, issues are resolved typically quickly or with resolution in 1-2 days," she said. "The talents of each group promote a smooth go live experience for all staff."

"The preliminary training and preparation that go into the go-live are what initially allows for a smooth transition," said Beverly Jordan, vice president and chief nursing officer for Baptist. "But all of our colleagues' efforts to support, assist and encourage one another are what allows caregivers to focus on providing efficient, compassionate care instead of being distracted by new technology and processes for documenting that care."



College helps Baptist Operation Outreach

The student government association at Baptist College of Health Sciences raised \$1,000 for the Baptist Operation Outreach health care van for the homeless. Presenting the check to Stephen C. Reynolds, president and CEO of Baptist, left to right, are Lauren Conner, Zak Cox, Marie Hellenbrand, Michael Taylor, Meagan Spangler, Aleshia Cox and Joe Sawyer. In addition, representatives from the BCHS library donated \$300 to the health care van, raised from proceeds from a book sale.

Habitat (Continued from page 1)

Habitat for Humanity is a nonprofit, ecumenical Christian housing ministry. Habitat seeks to eliminate poverty housing and homelessness from the world and to make decent shelter a matter of conscience and action. More than 300 homes have been built in the Memphis area by Habitat.

White's home will be dedicated May 13. Colleagues can keep up with

the construction through the Baptist intranet.

"I'm thankful this opportunity has been presented for us to serve and benefit others," said Larry Braughton, vice president of human resources at Baptist. "In a few weeks, we will be able to see what can happen when we answer the call to help others."

FINANCIAL HEALTH MATTERS

Know what's involved before cosigning a loan

It's not uncommon to be asked to cosign a loan, particularly for a child or other family member.

Unfortunately, today's difficult economic times will result in more people having damaged credit records and perhaps seeking cosigners when they need a loan.

Before cosigning a loan, you should understand what you're getting yourself into.

Under a Federal Trade Commission rule, creditors are required to give you a notice to help explain your obligations. The cosigner's notice says:

You are being asked to guarantee a debt. If the borrower doesn't pay the debt, you will have to. Be sure you can afford to pay if you have to, and that you want to accept the responsibility.

You may have to pay up to the full amount of the debt if the borrower does not pay. You may also have to pay late fees or collection costs.

In most states, the creditor can collect this debt from you without trying to collect from the borrower first. The creditor can use the same collection methods against you that can be used against the borrower, even suing you or garnishing wages.

If this debt is ever in default, it may also become part of your credit record.

Remember, you are being asked to cosign because the borrower doesn't qualify – perhaps because of insufficient income, a bad or insufficient credit history or other factors.

Some studies of certain types

of loans show that as many as three out of four cosigners are asked to repay the loan.

Here's advice from the Better Business Bureau if you are asked to cosign a loan:

- Be sure you can afford to repay the loan. If you are asked to pay and you cannot, you could be sued or your credit rating could be damaged.

- Before you cosign a loan, consider that even if you are not asked to repay the debt, your liability for this loan may keep you from getting other credit you may want or need.

- Before you pledge property to secure the loan, such as your car or home, make sure you understand the consequences.

- Ask the lender to agree to notify you if the borrower misses a payment. This may give you time to deal with the problem or make payments before your credit record is affected.

- Obtain copies of important papers, such as the loan contract, the Truth-in-Lending Disclosure Statement, and any warranties if you are cosigning for a purchase. The lender is not required to give you these papers, so you may have to get copies from the borrower.

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.

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

- Handy craft and yard sale Saturday, March 14 at 5353 Tulane Road. For information, call 901-340-5829.

HOUSEHOLD

- Birchwood loft bunk bed, desk and seven drawers built in, great condition, can e-mail photos, \$500. Call 901-848-7826.
- King size water bed frame, dresser and armoire, complete full size bedroom suite, blue overstuffed loveseat and matching chair, lamps, total gym xl, early American dining room table and four chairs, much more. Call 901-833-3423 and leave a message.
- Kenmore Elite Smart Sensor large capacity dryer, digital touch control, auto moisture sensor, excellent condition, \$200 OBO, matching washer needs motor. Call 901-382-1558.
- Roll top desk, solid wood, very good condition, 50X48, \$150 OBO. Call 901-212-9854.
- Frigidaire 18.2 cubic feet top mount refrigerator, stainless steel, still in box, \$500. Call 901-604-9553.
- Black iron futon with black cushion, good condition, \$75; White Kenmore heavy-duty, super-capacity washer, \$75. Call Steve at 901-237-7183.

VEHICLES

- 2001 Yamaha V-star 650, 21,000 miles, windshield, saddlebags, floorboards, extra chrome, well maintained, ready to ride, pictures by request, \$3,500. E-mail john@dixie-net.com or 662-512-8143.
- New 2008 motorcycle, road ready, extras, 100 mpg, must sell for health reasons, must see, \$2,000. Call 901-287-9880.

MISCELLANEOUS

- UGG boots, tall classic sand color, size 8 women's, new in box, \$120; wrought iron kitchen table with glass top and four matching rattan chairs, \$185; baby jogger, \$75. Call 901-853-2364.
- Etienne Aigner leather jackets, size 10 and 14, like new. call 901-412-2897.
- Olhausen pool table, French style, cherry finish, eight-foot full slate table with premier set of Belgian balls, dufferin maple house cue, four more cues, bridge stick, wall rack, two-piece imported, full dust cover, triangle rack, excellent condition, \$1,700. Call 901-412-9615.
- Canon MX 310 all-in-one printer/copier/scanner/fax, PictBridge compatible, requires USB cable for PC connection. Call 901-359-4273 and leave a message or e-mail smcbee2@comcast.net.
- Diamond rings for sale, 2.01 carat round in white gold setting with baguettes on each side, band looks like Tacori, \$8,000; white gold engagement ring, princess setting with no center stone, quarter-carat diamond on either side, \$800; eight-diamond cluster on yellow gold grooved band, \$1,600. Call 901-831-9890.
- Mirror for sale, 96X40, good condition, \$50. Call 901-767-7376.

- Wittnauer Krystal lady's watch, 12L06, new, crystal accents, mother-of-pearl dial, sapphire crystal, deployment buckle closure, \$500. Call 901-240-5376 or e-mail katillacsmith@yahoo.com.
- Wen 11-inch Smart Start Auto Waxer/Polisher, model 7050, Smart Start begins when pressure is applied, 10-foot power cord, numerous bonnets, great condition, \$35. call 901-604-3760.
- Bowflex, \$325. Call 901-465-6854.
- Aiwa stereo, three-CD, two cassette, remote control, two speakers, \$40; spinner bike, \$150, Geo Safari educational system, ages 5 to adult, \$60; Atari system and 20 games, \$60; pool fountain, new in box, \$20. Call 901-389-0529.

REAL ESTATE

- House for rent in Fayette County. Call 901-412-2897.
- Horn Lake home for rent at 2885 Briarwood, 3 BR/1 BA, carport, bathroom updated, large fenced yard, covered patio, \$600 deposit, \$750 per month, lease purchase available. Call 901-301-1718.
- Oakhaven area home for rent, 3 BR/1 BA, eat-in kitchen, fenced yard, CA/H, carpet, w/d connections, \$500 deposit, \$700 per month, no pets. Call 901-626-1435.
- Home for rent at 1593 Willey Road, 3 BR/1.5 BA. Call Pam at 901-493-9944.
- Cordova home for sale in cove, 4 BR/2.5 BA, fireplace, landscaped yard, \$153,000. Call 901-755-1394 and more information at sites.google.com/site/for-sale431

SERVICES

- Metal roof replacement, window replacements, shower enclosures, call Lester at 901-212-0073.
- Electrical services, guaranteed work, reasonable rates. Call 901-649-0114.
- Roofing, repair leaks, cover-overs and tear-offs, call 901-288-6994.
- House cleaning services, references available. Call 662-449-5493.
- Landscaping services, yards, flower beds, trim and edging, free estimates. Call 901-238-5230.
- Mechanic services, all types guaranteed work, free estimates. Call 901-387-8332.
- Lawn services, mowing, edging, leaves raked, small trees removed, free estimates. Call 901-387-8332.
- Window treatments, wood and faux blinds, shutters and pleated shades and Roman shades, free estimates, free installations, low prices. Call Tom at 901-385-1095.
- Creative and unique photography for weddings, engagements, family and baby portraits, special 20 percent discount for Baptist colleagues. Call 901-828-1223 or visit www.kylekurlick.com.
- Interior painting, decorative textures and finishes, trim installation, most home repairs. Call 901-246-7129.
- Carpet and upholstery cleaned, 24-hour water extraction. Call 901-406-9261.

WANTED

- I want to buy a used exercise bicycle in good condition, call 901-605-3865 and leave a message.

BBB ratings

The Better Business Bureau of the Mid-South is issuing consumer alerts on the following companies. These businesses have an F rating with the BBB due to unanswered or unresolved complaints. Customers allege dissatisfaction with the services or goods provided by these companies. Review any business's BBB rating at bbb.org or call 901-759-1300.

Jiffy Lube (Heartland Automotive Services, Inc.): Memphis, Bartlett, Cordova and Collierville, Tenn., and Horn Lake and Olive Branch, Miss., with 23 unanswered or unresolved complaints. BBB Rating: F

Guardian Security Doors, Inc. of Memphis, with nine unanswered or unresolved complaints. BBB Rating: F

Sears Kenmore VIP Service Center of Lakeland, Tenn., with seven unanswered complaints. BBB Rating: F