



Habitat for Humanity build photos inside

## A loyal life

*Brantley to retire April 3*

**L**ongevity and loyalty are traits built over a period of decades, not weeks. They are best described by example, and are the foundations of people and organizations that stand the test of time.

Forty-one years ago, Jerry Brantley, vice president and chief information officer, began working as a pharmacist at Baptist Memorial Hospital-Medical Center.

On April 3, he will retire, having left an indelible impression on an organization to which he has devoted his professional life.

Brantley had a driver's seat for some of the organization's biggest changes. Through the many years of the Medical Center's growth and the organization's expansion, to the system transitions and the implementation of an electronic patient record system, Brantley has been one of a few colleagues who have both witnessed and taken part in decisions that made Baptist the organization it is today.

"He's very versatile and a quick learner. He showed that as we went



*Jerry Brantley, center, poses with students from the Memphis Academy of Science and Engineering. Brantley is retiring April 3 after 41 years of service to Baptist.*

through organizational changes together," said David Hogan, executive vice president and chief operating officer. "Jerry was very instrumental in what we went through, and I can't give him enough credit."

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## Anticipate and adapt to meet needs of two patients

Not all births are perfect.

No nurse or physician has to be reminded that a woman in labor is a serious matter. No one other than another mother can identify with all that's involved in the miracle of birth.

But because there are two patients, clinicians have to care for and monitor the mother and the child in a charged, intense environment.

"This is one of many opportunities caregivers



have to be a part of something special," said Gina Horne, RN, labor and delivery at Baptist Memorial Hospital for Women. "But expectations for the mother and the baby are high. That's why all caregivers in that environment must be aware and react to different conditions."

Through the Institute for Healthcare Improvement, Baptist hospitals are able to participate and cooperate with hundreds of hospitals

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## INSIDE

Antepartum unit receives gift from the cosmos

Mentoring emerging leaders

Etiquette ED: How you talk and act say more than you may think

[leader@bmhcc.org](mailto:leader@bmhcc.org)

**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.

|   |   |
|---|---|
| <b>April 1</b> ..... Baptist Women's Hospital | <b>April 22</b> ..... Baptist Union County      |
| <b>April 3</b> ..... Baptist Memphis          | .....Baptist Women's Hospital                   |
| <b>April 6</b> ..... Baptist Memphis          | <b>April 23</b> ..... Baptist Booneville        |
| <b>April 7</b> ..... Baptist Collierville     | <b>April 24</b> ..... Baptist North Mississippi |
| <b>April 14</b> ..... NEA Baptist             | <b>April 29</b> ..... Baptist Memphis           |
| .....Corporate Building                       | .....Baptist Huntingdon                         |
| <b>April 16</b> ..... Concern: EAP            | <b>April 30</b> ..... Baptist Union City        |
| <b>April 20</b> ..... Baptist Memphis         |   |
| <b>April 21</b> ..... Baptist DeSoto          |   |
| .....Baptist Lauderdale                       |   |

**Easter services at Baptist's Metro Memphis facilities**

- Baptist Rehab-Germantown, April 6, noon, Patient Dining Room
- Baptist Collierville, April 8, 11:30 a.m.
- Baptist DeSoto, April 8, 11:30 a.m.
- Baptist Trinity Home Care & Hospice April 8, noon, Conference Room C
- Baptist Memphis, April 9, 11:30 a.m.

**Dr. Robert Miles**, 90, a retired surgeon and chief of surgery at Baptist, died March 11 at Baptist Memorial Hospital-Memphis.

Miles also taught at the University of Tennessee Health Science Center at Memphis and invented the Miles Vena Clip, which was used on President Richard Nixon.

The family requests that memorials be sent to The UT College of Medicine, c/o UT Office of Development, 62 S. Dunlap, Suite 500, Memphis, TN 38163.

**Baptist Employment Services** will be moving April 9 and will reopen for business Monday, April 13, at 50 Humphreys Center, Suite 1.

**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.

**Parents: Understanding the Internet**

**Wednesday, April 8, noon to 1 p.m.**

**Baptist Women's Hospital conference rooms A-C**

Growing up has taken on a whole new meaning in the Internet age, and parents have many reasons to be concerned. Samantha Town, chair of advocacy for public awareness for the Junior League of Memphis, will educate attendees about online predators and give practical tips to help parents keep children safe. For information or reservations, call 901-227-8478.

*All a man's ways seem innocent to him, but motives are weighed by the Lord.*

**PROVERBS 16:2**

**Baptist Trinity Hospice House Campaign update**

*Here's why Walter Banks, director of human resources at Baptist DeSoto, donated to the Baptist Memorial Health Care Foundation's employee campaign for Baptist Trinity Hospice House and the Kemmons Wilson Family Center for Good Grief.*



Walter Banks

"I participate in the hospice initiative because I believe in the mission that is afforded patients in need of hospice care. I have first-hand experience of how vital and important hospice care can be to the patient as well as the loved ones. I also know the type of commitment that Baptist Trinity colleagues provide to hospice patients and their families. If there was ever a worthy cause and needed mission, hospice is one."

The campaign also reached 100 percent participation among Baptist Trinity Hospice colleagues in the hospice house campaign. To date, the colleague campaign needs just \$80,000 to reach its goal of \$1.2 million, and colleague help is needed now more than ever. To donate, visit [bmhgiving.org](http://bmhgiving.org) or call 901-227-7123.

Beginning April 1, **A Preemie Affair** online auction to benefit the newborn intensive care unit at Baptist Memorial Hospital for Women will feature a wide variety of gifts, from merchandise to travel and spa days. Visit [womens.baptistonline.org](http://womens.baptistonline.org) and look for the Preemie Affair banner.

**Physicians, nurses, pharmacists, dietitians and other health care professionals** with an interest in diabetes are invited to attend "Wake Up to the Diabetes Crisis," an all-day seminar May 8 at the Fogelman Executive Conference Center on the campus of the University of Memphis.

Baptist colleagues can register on NetLearning or call 901-227-2544. CME, CE, ACPE, TNA and CDR accreditation available.

**Kenan Arnautovic**, MD, is presenting a free seminar on "Treatments for Broken Back Due to Osteoporosis," from 6-7 p.m. May 6 at Semmes-Murphey Clinic at 6325 Humphreys Blvd.

A question and answer session will follow the presentation.

There is no charge to attend, but registration is available by calling 901-522-2619 or visiting [www.semmes-murphey.com](http://www.semmes-murphey.com).

**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

**Baptist Memorial Hospital-DeSoto's rehabilitation department** will host a stroke symposium from 8 a.m. to noon May 2 in the DeSoto Rooms.

According to the National Stroke Association, stroke is the third leading cause of death in America and the number one cause of adult disability.

Up to 80 percent of strokes are preventable, and in recognition of National Stroke Awareness Month, Baptist is hosting the symposium to educate both community members and health care professionals about stroke prevention, risk factors for stroke, and medical treatment of stroke.

It will also include information about the psychological effects of stroke on survivors and their caregivers, community resources available to aid those affected by stroke, and current rehabilitation interventions from the fields of speech pathology, occupational therapy, and physical therapy.

Seating is limited. For reservations, call 662-772-2150 between 8 a.m. and 4:30 p.m. Monday through Friday to reserve a seat. Free blood pressure screenings will also be available.

The sixth annual **Mid-South Baby Expo** will be held Saturday, March 28, from 10 a.m. to 3 p.m. at the Agricenter International, 7777 Walnut Grove.

The event will feature pregnancy, childbirth and baby experts; products; services; and community resources.

Mini-presentations on a variety of pregnancy, childbirth and infant care topics will be offered throughout the day.

In addition, car seat and home safety demonstrations will be provided in the Infant Safety Corner.

## Habitat for Humanity build underway



*Above, Baptist colleagues lift the hall walls to put into place during the first day of construction at the Habitat for Humanity house March 13. At right, Kimberly Young, CFO at Baptist Memorial Hospital-DeSoto, nails in the headers on the Habitat for Humanity house. Below, Baptist College of Health Sciences students Dustin Taylor, left, and Kristina Dilges, put the rafters in place. The home will be dedicated May 13. For more information, updates and photos, visit the Habitat build Sharepoint site on the Baptist intranet.*





## Etiquette ED

**Question:** *One of my co-workers has a golden tongue and always says the right thing.*

*The bosses just love him, but I seem to put my foot in my mouth a lot. Any tips?*

**A:** Your words matter, especially at work.

What you say affects how people perceive you – as a team player or self-seeker, worker or whiner. At least that’s what the book “How to Say It at Work” advises. You need to learn how to communicate clearly and persuasively – even when you have to admit you’ve made a mistake.

**Show confidence:** Use positive “power” words like: able, focused, confident, accomplished, commitment, asset and productive.

**Don’t imply weakness:** The book warns against using words that suggest failure or weakness, such as: final, mistaken, forgot, nervous, foul-up and tired.

Non-verbal communication is important too.

In the 1970s, Dr. Albert Mehrabian found that when listeners judge the emotional content of a speech, body language and tone matter 93 percent more than verbal cues. Some obvious mannerisms to avoid include biting your lip, crossing your arms in front of your chest, yawning and avoiding eye contact.

To learn more, read, “How to Say It at Work,” by Jack Griffin (Prentice-Hall, Paramus, NJ).

## Gift from the Cosmos

Bethany Murphy was just one mom-to-be in the antepartum unit at Baptist Memorial Hospital for Women, a patient with potential pregnancy complications that required an extended stay in the unit.

Her Christmas present came Dec. 24, 2008, when Jackson Murphy, her son, was born. Even

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Posing with the Star Registry plaque, left to right, are Christianne Curboa, RN, Marlina Engman, Lynn Ingram (Granna), Liz Summers, RN, Bethany Murphy with Jack (3 months old), Aubrey Pierce, RN, and Jennifer Warren, RN. To recognize the antepartum unit at Baptist Women’s Hospital, Murphy named a star after the department.

## Helping emerging community leaders

Susan Stralka, administrator and CEO of Baptist Rehabilitation-Germantown, is participating as a mentor in the NEXUS Protégé program.

The NEXUS program was developed through a joint effort of Second Presbyterian Church and MPACT Memphis to cultivate leadership skills through mentoring emerging leaders. Stralka mentors Sheila Smith, a recruiter for Hilton Hotels.

“We meet regularly and talk often,” Stralka said. “I am able to offer encouragement and work



Susan Stralka, right, with Sheila Smith

with her to help her achieve her goals.”

The relationship will hopefully give Smith the tools to become a stronger leader and build relationships with other emerging leaders.

“This program is effective because it pairs leaders and emerging leaders across gender, religion and race,” Stralka said. “Its focus is only on leadership and community development.”



## ‘Sit you down’ for some cowboy stew

Baptist Memorial Hospital-North Mississippi kicked off its 2009 patient safety campaign with a cowboy stew reception. Donald Hutson, CEO and administrator, and Steve Edmonds, director of pastoral care, provided the musical entertainment. In the photo, Dennis Fisher, director of human resources, center, made certain that everyone had a great time at the celebration.

“Jerry is Jerry, and there’s no better way to say it. He can relate to all types of people not only because of his life experiences, but also because Jerry has been the same person all these years.

With Jerry, what you see is what you get.”

— Bob Gordon, executive vice president and chief administrative officer

## A career of service

(Continued from page 1)

Brantley’s impression on all those he dealt with was just as lasting. His style was open and honest, and as a part of the leadership team, he took on roles that required more organizational skill and tact than technical knowledge. From the early days, Brantley quickly built a reputation as a leader, someone who was versatile enough to lead different departments.

“Jerry wouldn’t ask people to go where he hasn’t been,” said Stephen C. Reynolds, president and CEO of Baptist. “I grew to respect Jerry’s honesty and passion for his life, his faith and his family. From the operations side to starting up a materials management department, everything he had a hand in was better because of it.”

Even in conflict, Brantley had a disarming way of getting what he wanted to say across.

“Jerry is Jerry, and there’s no better way to say it,” said Bob Gordon, executive vice president and chief administrative officer. “He can relate to all types of people not only because of his life experiences, but also because Jerry has been the same person all these years. With Jerry, what you see is what you get.”

After being director of materials management at what was then

Baptist East, Brantley was assistant administrator at the Medical Center and then was administrator at both hospitals.

“We kind of grew up together in the organization,” said Jim Ainsworth, vice president and regional market leader for Baptist, who came to work at Baptist in 1969 as a pharmacist. “Jerry’s very perceptive and a quick study.”

Brantley and Ainsworth were hired by Grover Bowles, Baptist’s director of pharmacy until 1984.

“I was impressed with the ease and comfort he had when dealing with others,” Bowles said. “I remember when he was a student, and since, he has had a remarkable career that has been both diverse and productive.”

From 1998 to 2004, Brantley was a metro market leader. Then, as Baptist made a commitment to electronic clinical documentation, the organization needed a leader with clinical and support experience. The natural choice was Brantley. He had a way of taking complex issues and relating them in a manner everyone could understand.

“Jerry has the special ability to communicate, and he communicates trust,” Reynolds said. “He also recognizes people’s skills, and puts them in a position to best use those skills. He was an obvious



Jerry Brantley began his Baptist career as a pharmacist in 1968. Forty-one years later, he plans to retire April 3 as vice president and chief information officer. Brantley’s impression on all those he dealt with was open and honest. As part of the leadership team, he took on roles that required more organizational skill and tact than technical knowledge. From the early days, Brantley quickly built a reputation as a leader.

“When I came to Baptist, Jerry told me he wanted someone who would do what’s right, and I found over many years Jerry lives by that same philosophy.”

An avid outdoorsman, Brantley was able to successfully balance his faith, family and work. Many commented on his devotion to his wife, who was his high school sweetheart, and his children and grandchildren.

“He is an exceedingly likeable guy,” Reynolds said. “Jerry is like many of our colleagues – he is part of the fabric of our organization. His longevity and loyalty to Baptist say a lot about our organization, but it says more than anyone could about Jerry.”

choice to connect our information systems with hospital leadership.”

“Jerry is a contributor,” Gordon said. “When plans or projects were being discussed, he would listen first, then always provide a salient and insightful comment to help move things along.”

“‘He will be missed’ is the common refrain among colleagues who knew him and worked with him,” said Larry Braughton, vice president of human resources.

## Perinatal

(Continued from page 1)

across the nation to enhance care quality and efficiency. IHI is an independent, not-for-profit organization founded in 1991 to help hospitals and clinicians toward enhanced care to benefit patients and their caregivers.

In perinatal care, the goal is a healthy mother and baby. Clinicians must anticipate and adapt care in

response to conditions and events.

“Our nurses here and at our other hospitals with labor and delivery departments understand the myriad factors that may cause issues during labor,” said Kathy Strausser, RN, Advanced Practice Specialist, OB for Baptist Memorial Health Care. “In addition, we also have to follow protocols regarding the use of labor-inducing medications.”

For example, health care providers assess the size of the baby, the mother’s pelvic area, safe administration of medication and close monitoring of high-risk medicines, to name a few. In addition, labor and delivery teams routinely practice high-risk pregnancy drills and simulate real situations where every discipline and area of care is involved, from housekeeping to the physician. And the practice pays off.

Baptist’s labor and delivery successful outcomes far exceed national averages.

“We all want perfect births without complications,” Horne said. “But patients want to be in a place and in the care of people who know what to do should something happen. That’s what our departments train to do, and our outcomes speak for themselves.”

# CLASSIFIED ADS

## HOUSEHOLD

- Antique cream sofa with ornate carved arms and back, six feet long, perfect condition, \$500 OBO. Call 901-755-3683.
- Sofa by Sealy, \$400, like new, must see photo to appreciate fabric and color. E-mail dhinton23@yahoo.com.
- Roll top desk, 50X48X24, \$150 OBO. Call 901-212-9854.
- Girl's antique bedroom suite, cherry wood, full bed with mattress set, chest of drawers, mirrored vanity, \$500. Call 901-581-0926.

## REAL ESTATE/VACATION

- Cordova home for sale, 4 BR/2 BA, 2,300 square feet, new roof, carpet, AC, wood floors, Riverdale area, \$165,000. Call 901-496-6404.
- Bartlett home for rent, 4 BR/2 BA, one-car garage, 4192 Frosthill Cove, large fenced yard, lease/purchase available, \$1,300 per month plus deposit. Call 901-372-2300.
- Senatobia home for sale on Country Club Road, near golf course, 3 BR/2 BA, fireplace, tile floors, large fenced back yard with patio, bonus room upstairs, \$165,000. Call 662-934-8726.

## MISCELLANEOUS

- 2005 Tracker Targa V17 fish package, 90 hp Mercury motor, CD stereo, walk-through windshield, live wells, trolling motor, fish finder, depth finder, built-in tackle boxes, seats six, excellent condition, used less than 20 hours, \$11,500. Call 870-635-1412.
- 14 ct gold wedding ring set for sale, three-quarter carat, 11 diamond marquise style, \$500. Call 901-603-4998.
- Weight bench, \$50; The bean Deluxe exercise equipment with DVD, \$40; full size bed frame, \$15; PVC piping, all sizes, never used, \$15. Call 901-389-0529.
- Hand made blankets and throws, something for everyone. Call 901-258-6122.
- Ivory wedding dress, size 14, \$250 OBO; prom dresses, all different styles and colors, sizes 10-16, \$50-100, some never worn or worn once. Call 901-299-0266.
- Sea-Doo 13-foot LRV four-seater, great condition, with trailer and cover, \$3,400, pictures available. Call 901-489-0735 or e-mail sjohn2202@aol.com.
- Wen 10-inch auto waxer/polisher, "The Detailer," bonnets for waxing and polishing, used but in original box, great condition, \$35. Call 901-604-3760.
- Pride Jet 7 motorized wheelchair, \$1,500; Kirby G4 vacuum/shampoo kit, \$400; beige Franklin sofa with two built-in recliners with massage, \$400; HP office color copier, \$60; HP fax machine with phone, \$50; Edelweiss cuckoo clock from Germany with forest scene, \$100; grandfather clock, \$50; Healthometer physicians' scale, \$75; large dinnerware set, more than 60 pieces, \$75; Everything in good to excellent condition, best offers accepted. Everything must go. Call 901-488-7757.
- Troy-Bilt Chipper-Vac PRO, 8 hp, self-propelled, three forward speeds and reverse, like new, \$625. Call 901-497-3003.

## 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.

## VEHICLES

- 2002 Ford Focus, 4 dr, good condition, clean, \$3,900. Contact Kimberly at 901-730-9065.

## SERVICES

- Affordable computer repair, technician can service your PC issues, ranging from viruses and spyware removal to data backup, upgrades and installations. Call 901-650-7311.
- New roofs and re-roofs, tear offs, any repairs. Call 901-619-6970.
- Roof repairs, cover-overs and tear offs, licensed and insured. Call 901-288-6994.
- Window treatments, wood and faux blinds, shutters and pleated shades and Roman shades, free estimates, free installation. Call 901-385-1095.
- Photography for weddings, engagements, family and baby portraits, 20 percent discount for Baptist employees. Call 901-828-1223 or visit [www.kylekurlick.com](http://www.kylekurlick.com).

## PETS

- Free dog to good home, must be only dog in home, no children, please be aware dog has strong aggression issues over food and toys, needs good, loving home and the right environment, registered, pedigree dog. Call 901-605-3865.

- Birds for sale, scaly-naped Amazon (rare) and Quaker (female, laying eggs); will sell separate or together, both have cages and toys, \$250 for Amazon, \$150 for Quaker, will consider selling to breeder. Call 901-361-9014.

## WANTED

- Single, Christian female seeks same to share home, 3 rooms, private, upstairs with bath, laundry room and kitchen privileges, convenient to Baptist DeSoto. Call 662-429-1068.
- Need items for new baby girl due in August, including crib, car seat, high chair, accessories and clothes in good condition. Call 731-443-0267.
- Adjustable, portable pole for basketball goal needed. Call 383-0202 or e-mail [manco@mindspring.com](mailto:manco@mindspring.com).

## Cosmos

(Continued from page 4)

today, unit nurses still get phone calls from Murphy, as well as other patients. And while many thankful patients will bring candy, flowers or some other sweet treat, Murphy did something else.

"We got to know everyone there, and they were all so supportive and helpful," she said. "We were just so thankful and couldn't be happier with our care, and we wanted to do something for the staff there that was more permanent."

So the Murphy family adopted a star on behalf of the unit through the International Star Registry.

The star, located in the capricornus constellation, is named Baptist Women's Antepartum Nurses.

Aubrey Pierce, head nurse of the unit, grabs a card pinned to the bulletin board of the nurses' station. Inside is a photo of Jackson. The thank-you card from the Murphys includes a quote from Erma Bombeck: "Pregnancy is the only chance we get to assist God in a miracle."

"Antepartum is a different sort of place," she said. "Our patients are here for some time, and we get to know them. We have a great bunch of nurses here, and we all treat our patients as if they were members of the family."