

Updating performance management software systemwide

Etiquette ED returns!

Baptist Tipton gets high quality rating by Data Advantage

## Baptist to launch new intranet

On Sept. 3, Baptist colleagues will see something new when they open their Web browser – MyBaptist, a collaborative intranet project featuring news, resources and improved search capabilities.

In addition to a top section devoted to systemwide news and communication, each Baptist hospital will have its own news site with announcements, alerts, feature articles, photos, calendars and links maintained by staff at that location.

“One of the things we wanted to focus on with an updated intranet was an enhanced ability to speed up the delivery of news and information.”

— **John Lambert, web marketing manager**

“One of the things we wanted to focus on with an updated intranet was an enhanced ability to speed up the delivery of news and information,” said John Lambert, web



marketing manager. “MyBaptist is built in a way that will allow trained staff from each entity to post news, photos and alerts themselves in their sections without delay.”

The staff in corporate communications will also add content regularly throughout the network

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## Transforming care starts at the bedside

Transforming Care at the Bedside initiatives work to enhance care on many different levels.

They foster a supportive environment, teamwork, efficiency and a focus on the patient.

The bottom line is enhanced patient care.

TCAB is a successful quality improvement program initially developed by the Robert Wood Johnson Foundation and the Institute for Healthcare Improvement. The program engages frontline staff in hospitals, along with leaders at all levels of the organization to improve the reliability and safety of patient care on medical and surgical units; increase the vitality and retention of nurses; engage and improve the patient’s and family members’ experience of care; and improve the effectiveness of the entire care team.

“Our management team chose nurse leaders from staff to spearhead our initiatives for TCAB,” said Brandy DeWeese, RN, med/surg at Baptist Memorial Hospital-Memphis. “We meet weekly or biweekly with a nurse researcher and quality representative to report our progress, fine tune processes and share our successes.”

Hourly rounding, standardized supply carts, safety briefings at shift changes and using report sheets to address safety issues are just a few of

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### Adkins earned the gift of a brick

Pam Petrey, LPN, right, of the Cordova Minor Medical Center, presents Martha Adkins with a brick from the Medical Center and a beaker of sand from the site courtesy of the Baptist Memorial Health Care Foundation and the Memphis Bioworks Foundation. Adkins was a student at Baptist School of Nursing and worked at Baptist, including the Medical Center, for more than 30 years until she was diagnosed with multiple sclerosis. Because of her condition, she was not able to attend the implosion of the Medical Center.

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.

|         |  |            |  |
|---------|--|------------|--|
| Aug. 4  | .....Baptist Collierville<br>.....Baptist Booneville   | Aug. 19    | .....Baptist Women's Hospital<br>.....NEA Baptist/Surgical-Jonesboro |
| Aug. 5  | .....Baptist Women's Hospital                          | Aug. 20    | .....Baptist Union County  |
| Aug. 7  | .....Baptist Memphis                                   | Aug. 20-21 | .....Baptist Golden Triangle   |
| Aug. 10 | .....Baptist Memphis                                   | Aug. 24    | .....Baptist Memphis   |
| Aug. 13 | .....Baptist North Mississippi<br>.....Baptist Memphis | Aug. 25    | .....Baptist DeSoto  |
| Aug. 17 | .....Baptist Corporate                                 | Aug. 26    | .....Baptist Huntingdon  |
| Aug. 18 | .....Baptist DeSoto                                    | Aug. 27    | .....Baptist Union City  |

**Baptist colleagues** volunteered more than 2,400 hours of labor to build a home through **Habitat for Humanity** for Lana White and her family. In the true spirit of Baptist's mission and the three-fold ministry of Christ, colleagues responded to the call to help. In addition, colleagues from many Baptist hospitals and departments teamed up to purchase housewarming gifts for the home, including food, toiletries, bedding and appliances. **Colleagues can view the video of the project online at [www.BaptistOnline.org](http://www.BaptistOnline.org).**

The **Baptist Trinity Center for Good Grief** is now accepting applications for the ninth annual **Teen Camp Good Grief** Oct. 16-18 at Camp Bear Track in Drasco, Ark. The free camp is for teens between the ages of 13 and 16 who lost a loved one in the last two years. To request an application, call 901-767-6767.

**Baptist College of Health Sciences' RN to BSN program** is designed for RNs with associate degrees or diplomas who are ready to take the next step in their professional development by completing a Bachelor of Science in Nursing degree, which may open a variety of doors in management, leadership, teaching and special certification programs.

BCHS's unique blended model program is designed for the working adult.

The blended model format offers the independence and flexibility of taking classes online while at the same time providing a traditional classroom environment and support for other classes.

This format is ideal for students who are apprehensive about online programs but don't have the time to attend a full, campus-based program.

It also allows greater flexibility in scheduling classes around daycare, work and other responsibilities.

The RN to BSN program is designed to allow students to complete their degree in 12 months. Information sessions are from 5-7 p.m. Aug. 27 and Sept. 8.

For more information regarding the RN to BSN blended program, contact Lissa Morgan, BCHS manager of admissions, at 901-572-2441, or e-mail [lissa.morgan@bchs.edu](mailto:lissa.morgan@bchs.edu).

*And we know that God causes all things to work together for good to those who love God, to those who are called according to His purpose.*

**ROMANS 8:28**

Etiquette ED

**Q:** I work in technology, and I'm constantly amazed at the bad e-mail signatures that people use in our company. Some people send e-mails with funny backgrounds and rotating logos that slow down the entire system, and I've even seen people sign off in neon colors or list self-appointed job titles. Can you help?



**A:** We are a business, and our e-mails are an extension of that business. Simply put, we need to send e-mails that are appropriate for both internal and external customers. Period. Here are a few suggestions:

- Don't send e-mails with colored backgrounds. Aside from taking up extra space on the e-mail server, it is very unprofessional to put a different background on your e-mails. Also, people who want to forward an e-mail that has one, they have to remove the background manually; otherwise, you look like the one spreading more tacky backgrounds.
- Be careful when sending symbols/logos. Spinning logos and moving graphics are another space hog on e-mails. Don't do it. If you have to send a logo, make sure it's flat and has no graphics or movement to it.
- Don't add unnecessary or non-business-related information. Don't put quotes, proverbs, jokes, etc., in your e-mail or after your signature. This is unprofessional and inappropriate.
- Watch those fonts and colors. Be businesslike when using fonts and colors. Bright pink cursive signatures are a big no-no.
- Make sure you are using an accurate job title. If you are going to put a title after your signature, make sure it's not self-appointed. Ask your manager if you are unsure of your title.
- Rather than a title, consider listing your department or Baptist's Web site as a link after your signature.

**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.

## Updating performance management systemwide

Baptist will begin implementing the Lawson Performance Management product Oct. 1.

LPM is a new electronic performance management software solution that ties all facets of the performance management process together and will be implemented systemwide during the next few years. The project is divided into two phases: The first phase includes all staff-level positions, while the second phase will focus on supervisory/management positions, mirroring the process utilized for staff jobs.

A primary goal is to standardize job descriptions where practical and move away from developing separate job titles and job descriptions unless a unique role truly exists. Otherwise, most job descriptions will be standardized throughout Baptist, promoting more consistency across departmental and facility lines, which is key in evaluating performance throughout BMHCC.

"An electronic performance management system to our system is a true advancement for our organization and a real accomplishment," said Larry Braughton, vice president of human resources. "The conversion from a manual paper process to an automated solution required extensive work and cooperation from an interdisciplinary systemwide team. Integrating the job description and performance review tools into one electronic document will lend itself to greater efficiency and ease in administration for all employees."

Last fall, Baptist Women's Hospital piloted the project, and both managers and staff members have been positive about the new system.

"I am pleased with the LPM because it promotes an ongoing evaluation process rather than a one-day event," said Sheila Whitley, director of respiratory at Baptist Women's Hospital. "Staff now have online access to view and add comments to their performance appraisal document throughout the year, which promotes employee participation in the performance appraisal process. The LPM offers the added benefit of automatically calculating the scores as well."

In September, managers will begin introducing this new performance management system to their colleagues.

**Brian Parker**, program chair of respiratory care at **Baptist College of Health Sciences**, was honored by the Committee on Accreditation for Respiratory Care by receiving an Excellence in Education Award during the organization's summer meeting in Florida. CoARC used objective criteria based on key accreditation outcomes for credentialing of Baptist College graduates.



Brian Parker

**Colby Ross** was named **Service First Champion at Baptist Memorial Hospital-Union City**.

Here is her nomination:

*On June 5, 2009 at about 3 o'clock in the morning, she (Ross) came into my sister's room to check on her. She was admitted on May 29 as a hospice patient from Vanderbilt. Vickie had just made mention that she sure would like to take a shower, and Colby did not hesitate and told her if that is what she wanted, that is what she would do. She went to get the shower chair and staff to give her a shower. She practically got in the shower with her and washed her hair, and my sister appreciated it so much as she kept telling her so. Colby was soaking wet when she got out but it did not matter to her. She blow-dried her hair and changed her bed and gown. She got her back in bed and made her comfortable. This was the last time that my sister actually communicated with us. This meant so much to her and our family. This was over and beyond what Colby had to do and shows what service first is really about. Please consider Colby for the Service First award.*



Colby Ross

**Baptist Memorial Health Care** recently welcomed **Brittany Bowles** as the new public relations specialist in the organization's corporate communications department. Before joining Baptist, Bowles – a graduate of Mississippi State University – worked as a public relations coordinator for The Zimmerman Agency, the largest public relations firm in Florida and third largest hospitality public relations firm in the country. Bowles' prior work responsibilities included media relations, generating national

publicity for clients, creating and executing events and serving as the main point of contact between clients and the public. Bowles is involved in a range of professional organizations, including the Public Relations Society of America and the American Marketing Association.



Brittany Bowles

Recognize your Baptist colleagues' achievements in Baptist Leader.

E-mail information to [leader@bmhcc.org](mailto:leader@bmhcc.org)

**Baptist Memorial Hospital-Tipton** recently received the highest rating for quality among Memphis-area hospitals based on a study by Data Advantage, a health care information company. The list was part of Data Advantage's Hospital Value Index™ study, the first comprehensive scorecard measuring the value of care provided by U.S. hospitals. The new measure studied more than 3,000 general acute-care hospitals in America. The hospitals in the study were scored on a 100-point scale and judged on quality, affordability and efficiency and patient satisfaction.

"We are honored to be included in this list because we strive to provide our patients with great care on a daily basis," said Skipper Bondurant, administrator and CEO for Baptist Tipton. "It is important for people in Covington and the surrounding communities to know they can depend on Baptist Tipton to offer them affordable, high-quality health care."

Data Advantage LLC is a health care information company that specializes in providing the health care and business communities with independent and objective information resources. Since 1992, more than 1,000 hospitals and other businesses have looked to Data Advantage for information solutions.



**Derick Ziegler**, far right, administrator and CEO at Baptist Memorial Hospital-Union City, recently presented a check for \$5,000 to Ron Green, far left, chief professional officer for the Boys & Girls Club of Northwest Tennessee. The charitable gift supports the Club's Healthy Habits program. Healthy Habits is designed for ages 6 to 15 and aims to incorporate healthy living and active learning in every part of the Club experience. The program emphasizes good nutrition, regular physical activity, and improving overall well-being. "Baptist Union City is pleased to be able to continue to support the Boys & Girls Club of Northwest Tennessee, and we value the Club's efforts to make a positive difference in the lives of the children and youth in our community," said Ziegler.

**Irene Flemon**, who works in the billing office at NEA Baptist Memorial Hospital, has accepted an invitation to serve on the Central Provider Outreach and Education Advisory Group for Arkansas. This is a group of provider employees who are selected to serve based on their recognized experience and excellence in the area of Medicare billing. Members commit to participate in quarterly teleconference sessions to provide suggestions and updates on recent Medicare regulations. Once a year, the representatives are invited to a national face-to-face meeting in lieu of one of the quarterly sessions. This meeting consists of a longer session for the review of education suggestions, providing feedback to presentations of education, reviewing updates on Medicare regulations and networking between members.

**Timothy Neal Roberts** died unexpectedly at his home July 15. He was administrator of Semmes-Murphey Clinic, president of the Neurosurgery Executives Resource Value and Education Society, served as a former elder at the Sycamore View Church of Christ, and captain of the vessel Anchor Deep. Donations may be made in lieu of flowers to the Grace Crossing Church 901-853-3503.

**The Better Business Bureau of the Mid-South** is warning consumers about a local company that offers foreclosure rescue and debt resolution services. Taurian Worldwide Inc., also doing business as Commercial Solutions Consulting Agency (CSCA), has an F rating with the BBB due to its business practices and failure to respond to complaints.

Consumers allege that they have paid the company for foreclosure rescue and debt consolidation services that were not rendered. Complaints also state that calls to the company were not returned and complainants were unable to reach company representatives once they

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**Baptist Memorial Hospital-Lauderdale** and First Citizens National Bank teamed up to sponsor this year's Lauderdale County Tomato Festival 5K Run/Walk July 11.

This year's race brought a record number of runners and walkers, as more than 120 registered for the event, which began and ended at the front entrance to the hospital. Pictured are female overall winner Jessica Myers of Ripley, 22:31, and male overall winner Mark Cole of McKenzie, 17:15.

## Milestone year for Obion County Cancer Agency



Baptist Union City was a corporate sponsor for the Hometown Walk of Hope, benefiting the Obion County Cancer Agency, an organization that assists with the financial needs of cancer patients. The hospital and its colleagues contributed about \$9,000 to the event. Pictured are some members of the Baptist team who completed the event's opening lap. The ninth annual Obion County Hometown Walk of Hope had 51 sponsors and 28 teams. A total of \$980,000 has been raised in the previous eight years, making this a milestone \$1 million year. By night's end, more than \$170,000 was raised. This money is used by the Obion County Cancer Agency to help cancer patients in Obion County. Last month, 50 patients received assistance for medication and other expenses. Baptist Union City colleagues raised more than \$7,000 this year. In addition, the hospital donated \$2,000.

of sites.

"It will truly be a collaborative effort," he said.

The site will also feature such familiar web tools as blogs and wiki encyclopedias.

"It's important that we use tools like blogs and wikis to grow institutional knowledge in a meaningful way," Lambert said. "We've started to do that in small steps over the last couple of years, but MyBaptist will allow us to expand that capability and give everyone at Baptist access."

Every person with a Baptist log-in will be able to read content anywhere on the site, regardless of where they work, and new headlines from any entity will distribute automatically to news feeds in numerous locations throughout the network of sites.

"This is a great way for all of us in the Baptist family to communicate with one another," said Bob Gordon, executive vice president and chief administrative officer. "It also brings us as an organization a little closer together because we will all have access to systemwide news."

In addition to improving access to existing features of the Baptist intranet, MyBaptist also features leadership blogs, photo galleries and event listings in a user-friendly format.

"This change helps us convey information more efficiently," said Doug Reiselt, vice president and chief information officer. "From individual hospital communication to region or systemwide communication, MyBaptist is a site colleagues can visit daily to get Baptist information."

To help facilitate this change, look for an instructional slideshow soon on the existing Baptist intranet that will walk you through the new site and how to find items you were accustomed to on the previous version.



## Helping children cope with grief

*Above, Camp Good Grief campers Carter, left, and Dominic have a laugh over camp buddy Paul at this year's camp. At left, former Camp Good Grief camper turned buddy, Jacinda, left, walks with camper Sophia to an activity after campers made hearts with their emotions on them. Baptist Trinity Hospice created the Mid-South's first children's bereavement camp — Camp Good Grief — in 1999. Each year at Pinecrest in LaGrange, Tenn., Mid-South children attend the camp free of charge to freely express their feelings about the loss of a loved one. The camp is made possible by a grant from and from contributions made to the Baptist Memorial Health Care Foundation.*



## Transforming care at the bedside (Continued from page 1)

the ways medical and surgical teams are creating more time with patients. And because nurses receive the support to define specific ways they can spend more time with patients, it fosters teamwork and ownership to create an environment that works best for colleagues and patients. Clinicians know quickly if something is going to work.

"TCAB initiatives begin on one unit with one nurse on one shift, and it's a rapid-cycle event," said Carla Lane, med/surg nurse manager at Baptist Memphis. "We're able to quickly determine if an idea will work and spread it to the entire unit."

One of the more successful initiatives has been the four-eyes in four hours.

"A nurse and patient care assistant do a complete head-to-toe skin assessment within the first hours of a patient coming to our unit," Lane said. "We're able then to document and determine our patient's condition and order appropriate consults in a timely manner."



Lane reports an engaged and involved nursing staff that consistently seeks ways to deliver more efficient care.

"TCAB is a unique, yet common-sense approach to addressing patient satisfaction, quality of care and staff retention," said Beverly Jordan, vice president and chief nursing officer for Baptist Memorial Health Care. "Increased time at the bedside by professional nurses provides more time for education, communication and discharge planning, which is an essential part of patient care."

"We do things to fit our needs to make our time outside patient rooms as efficient as possible," DeWeese said. "It reinforces our commitment to caring for patients and families."

## PETS

- Two dogs available to good home, yellow lab/husky mix, four years old, neutered and current on shots; short-haired terrier mix, black and tan with white markings, five-and-a-half-years old, not neutered but current on shots, both dogs are house trained and inside dogs, prefer not to separate. Contact 901-336-2997.
- AKC-registered blue beagle, three years old, male, trained and well-behaved, has hunted a few times in the past, \$100. Call Jessica at 901-299-0266.

## VEHICLES

- 1998 Chevrolet S-10 pickup, extended cab, 6 cyl, auto, tan/silver color, navy interior, bedliner, new tires, in great running condition, 191,000 miles, \$3,100. Call 901-497-9661.
- 2000 Dodge Ram 1500 extended cab pickup, black, cold AC, power, new tires, new transmission with warranty, Flowmaster, 135,000 miles, \$4,950. Call 901-503-3429.
- 2006 Toyota Solara SLE, black, leather, 64,000 miles, sunroof, fully loaded, \$14,000. Call 901-361-2900.
- 1993 Chevrolet S-10 pickup, two-tone black and tan with camper top, manual bedliner, needs some work, clean title, \$500. Call 901-867-1553.
- 1982 Oldsmobile 98, blue with blue interior, runs like new, excellent condition, 78,000 miles, v8, \$1,700. Call 901-334-8112.

## MISCELLANEOUS

- Three stone diamond wedding set, 1 ct, 18 K white gold, enhancer is 14 K white gold, diamonds curve around each side of the ring, brilliant cut, have paperwork, \$1,900. Call 901-497-9661.
- HP PhotoSmart printer, also prints from memory cards, \$35. Call 901-634-6493.
- 32-inch flatscreen tube TV, high def, \$150; black TV stand with rotating top, has side storage compartments for DVDs and CDs, \$60. Call 901-336-2024.
- Computer desk with filing drawer, 60X31X30, \$110; ab lounge, \$65. Call 901-386-6046.
- White wicker rocker, \$75; old board games, buy all or just one. Call 662-890-0777.
- Treadmill, Image 15.5 S, fold up, \$200 OBO, pick up only. Call 901-864-5804.
- 36-inch Sony Trinitron TV, like new, \$50. Call 901-854-3734.
- The Bean Deluxe exercise system with DVD, excellent condition, \$15; scrub hats, elastic all around, different colors, designs, about 20 of them in excellent condition, \$5. Call 901-389-0529.
- Stair stepper, excellent condition, needs no electricity, folds up to fit underneath bed, \$30. Call 901-389-0529.
- Chefmate 1.7 cubic foot refrigerator for dorm or garage, like new, \$40. Call 901-494-3380.
- Barracuda G3 swimming pool cleaner, excellent condition, easy to install, in-ground pools only, \$150. Call 901-828-3223.

## 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.

- LG Vu AT&T phone for sale, good condition, home charger, USB connection and phone cover for accessories, \$125. Call 901-826-2384.
- Jupiter saxophone with case, excellent condition, \$700 OBO. Call 901-581-0926.

## HOUSEHOLD

- Cream, light blue and rose colored recliner, \$30; small oak-colored kitchen table, no chairs, \$20; small white microwave, works, \$10. Call 901-864-3826.

## REAL ESTATE/VACATION PROPERTIES

- Branson, Mo., time share for sale, part of the Bluegreen Resorts Corp. and Big Cedar Wilderness Club, you get four set weeks per year plus points for other reservations. Call 901-212-4140 or e-mail [sallymo6@hotmail.com](mailto:sallymo6@hotmail.com) for information.
- Senatobia home for sale, near golf course, 2,000 square foot brick home, 3 BR/2 BA, fireplace, tile floors, fenced back yard with patio, 20X15 finished bonus room, \$158,000. Call 662-934-8726.
- Home for rent, 3 BR/1 BA, hardwood floors, stove, refrigerator, high efficiency central heat and air, fenced back yard, clean, \$675. Call 901-493-9559.

## SERVICES

- Let us cater your fundraiser or cook for your next party or event, specialties include wings, ribs, chicken, kids' menus, appetizers and homemade desserts. Call 901-652-8516.
- Roofing services, tear-offs, reroofs and more, free estimates. Call Jessica at 901-299-0266.
- Landscape design and maintenance, yard clean up, irrigation, landscape lighting, lawn care, weed control, bush hogging and tractor work, free estimates and 15 percent discount for first visit. Call Paul at 901-482-4622.

## WANTED

- Upright piano wanted in good condition. Call 901-277-4785.

## News and events, continued

(Continued from page 4)

paid their fees.

One Memphis woman paid CSCA \$1,000 for debt consolidation services, but the company did nothing. A company representative told her to stop making payments to her creditors, which put her even further in debt. She attempted to contact CSCA via phone for more than a month but was unable to get through to anyone, and her calls were not returned.

Another Memphis woman says she met Taurian CEO Charles McKuhn at a local drug store to give him \$1,000 in cash for debt consolidation. She made one additional payment of \$428, but to date, no services have been rendered. The company has not responded to the complaint.

"If you are in debt and finding it difficult to pay your bills, talk to your lender first," said Randy Hutchinson, BBB President. "You can also talk to a non-profit credit counselor who can advise you on how to use credit wisely; help you establish a workable budget, keep track of your bills and manage your money; and, if appropriate for your situation, arrange a repayment plan with your creditors."

Call 888-995-4673 for free personalized advice from housing counseling agencies certified by the U.S. Department of Housing and Urban Development.