

Getting patient satisfaction continuity

Colleagues involved in Press Ganey measurement representing Baptist hospitals met recently at Baptist Memorial Hospital-Collierville to discuss patient satisfaction and what each hospital is doing to enhance satisfaction.

Because of Press Ganey patient satisfaction surveys, Baptist colleagues can get a clear picture of what works and what doesn't during patient visits.

Each Baptist entity has a colleague or team responsible for measuring and improving patient satisfaction numbers at their hospital.

One advantage to using Press Ganey is the amount of resources and data available for any given service and any given patient satisfaction issue.

But that is also a disadvantage — it is difficult to prioritize and determine one course of action that will work. Juli Story, primary Press Ganey contact at Baptist Memorial Hospital-Memphis, and Donna Baugus, research manager for Baptist's health services research department, organized the meeting to get the group together.

"Having a group to meet regularly is a real benefit to those of us deeply involved with patient satisfaction," Story said. "It's a forum for sharing ideas and sharing best practices related to patient satis-

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BAPTIST MEMORIAL HOSPITAL-UNION COUNTY

Teamwork doesn't make it easy; it makes it easier

Justin and Jenny Robbins were the first married couple to graduate together from the nursing program at Northeast Mississippi Community College. Both recently became new colleagues in the emergency department and intensive care stepdown unit at Baptist Memorial Hospital-Union County.

Relying on one another, they were able to complete school and certification while caring for two children.

"Originally, we were going to go to school one at a time," Jenny

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Jenny and Justin Robbins relied on the help and support of each other, their families and the Baptist family to get through nursing school. Now at Baptist Union County, the two were the first married couple to graduate together from the nursing program at Northeast Mississippi Community College.

BAPTIST FOUNDATION: ART OF CARING



Luke Hill, in legal, shows his daughter, Claire, artwork during the Art of Caring silent art auction Aug. 22 at Perry Nicole Fine Art Gallery. More than 350 attended the auction, which raised more than \$70,000.

INSIDE

Class educates joint replacement patients

Mayor still ticking after mock heart attack

Leader's corner: OSHA sets workplace guidelines for flu prevention

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.

Sept. 14Baptist Memphis	Sept. 21Baptist Memphis
Sept. 15Baptist DeSoto Poplar Ave.; Olive Branch Minor Meds	Sept. 22Baptist DeSoto
Sept. 16Baptist Women's Hospital	Sept. 23Baptist Booneville
Sept. 16Baptist Trinity	Sept. 24Baptist Union County
Sept. 17-18Baptist Golden Triangle	Sept. 29Baptist Union City
	Sept. 30Baptist Huntingdon

The Baptist Center for Education and Organizational Development is hosting "Practical Approaches to Wound Healing: Effective Management of Chronic Wounds," Oct. 23 at **Baptist Memorial Hospital-Collierville**. The seminar is designed for health care professionals who deal with the management and treatment of wounds, and is being led by Beth Hawkins-Bradley, RN, MN, CWOCN, certified wound, ostomy and continence nurse. Registration deadline is Oct. 16. For information or to register call 901-227-2544 or enroll through NetLearning.

Baptist Women's Hospital's Christmas Cottage runs Sept. 21-25 at the Physicians Office Building at 6215 Humphreys Blvd., Ste. 201. The annual Christmas sale previews Sept. 21-22; a 23-30 percent discount Sept. 23; 24-40 percent discount Sept. 24; and 25-50 percent off Sept. 25. New inventory of gifts, home décor and holiday merchandise.

Baptist Memorial Health Care is hosting former three-time Olympian Dominique Dawes as the featured speaker at the Lipscomb & Pitts Breakfast Club meeting Sept. 25 at the Memphis Botanic Garden. Dawes was a 10-year member of the U.S. national gymnastics team, the 1994 U.S. all-around senior National Champion, a three-time Olympian, a World Championships silver medalist and a member of the gold-medal winning "Magnificent Seven" at the 1996 Summer Olympics. Dawes is also notable as being the first African-American to win an individual Olympic medal in artistic gymnastics, and the first black person of any nationality or gender to win an Olympic gold medal in gymnastics.

Baptist has agreed to participate in **United Way Day of Caring 2009 Sept. 18**. Baptist colleagues are scheduled to work at Porter Leath, a Memphis organization that helps meet the health and social needs of low-income children and families. Volunteers will be filing, painting, organizing and putting together care packages. The kickoff starts at 8 a.m. at Christ the Rock Metro Church, 8800 Winchester Road. Colleague participation may require your manager's approval and use of PTO. If you would like to participate or need more information, call Kim Hunter in corporate risk management at 901-227-6662.

Look at the nations and watch and be utterly amazed. For I am going to do something in your days that you would not believe even if you were told.

BABAKKUK 1:5



DeSoto hosts representatives for physician forum

Jamie Roberts, RN, emergency department nurse manager at Baptist Memorial Hospital-DeSoto, shows U.S. Sens., John Barrasso, MD, Tom Coburn, MD, and Roger Wicker, the clinical initiatives that are implemented at Baptist DeSoto's emergency department. Sen. Wicker invited the other two, who are the only medical doctors in the Senate, to host a health care reform forum for physicians at the hospital. The forum was the setting for a live episode of the physician Senators' biweekly online show, "Senate Doctors Show."

Class educates joint replacement patients

Baptist Memorial Hospital-Collierville recently began offering an orientation and education class for joint replacement surgery patients. Joint Venture, started by Baptist Collierville Case Manager Rebecca Blanchard, offers patients an in-depth look at the process of joint replacement, from surgery information and statistics to at home physical therapy techniques.

"This class teaches patients about what to expect before they undergo replacement surgery," Blanchard said. "It prepares patients for the surgery and rehabilitation and helps put their minds at ease about what to expect."

The two-hour class, offered every other Monday from 1-3 p.m. at Baptist

Collierville, addresses issues that may arise following surgery when patients are sent home.

"When I first started these classes at Baptist Medical Center, most patients stayed in the hospital for four days to recover," Blanchard said. "Now, patients have shorter hospital stays following surgery, and they need as much information as they can get before the surgery."

Since holding the first Joint Venture course in April, attendance at the two-hour course has been steady, Blanchard said. Patients are even encouraged to bring a support person with them who can help them throughout the surgery and recovery.

For more information or to register for a course, please call the case management department at 901-861-8963.

**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.



Dr. Rajesh Subramanian, left, asks Southaven mayor, Greg Davis, questions about his chest pains, as Shasta Faulkner, BSN, right, takes information and prepares him for monitoring during a chest pain drill at Baptist DeSoto.

Mayor still ticking after mock heart attack

By Yolanda Jones

Southaven Mayor Greg Davis grabbed his chest and yelled for his assistant, who gave him an aspirin and called 911.

Davis, 43, was having a heart attack.

Not really, though.

Davis participated in Baptist Memorial Hospital-DeSoto's mock chest pain drill Tuesday afternoon.

The drill was the first time the hospital has involved the community in an effort to help enhance response time.

The more minutes shaved from response-to-treatment time greatly increases a patient's survival, said Debbie Stubblefield, director of emergency services at Baptist-DeSoto.

The national average from the

scene to treatment is 90 minutes. The hospital's time has averaged 60 minutes. In Tuesday's drill, that time was snipped to 36 minutes.

"Time is heart muscle," said Southaven's EMS coordinator, Tony McCallum. "Meaning the sooner we get the patient to the hospital and get that muscle open, it means more lives are saved."

As Davis was rushed to the hospital's heart catheterization lab, where cardiologists waited to simulate opening his blocked blood vessels, a team was ready and waiting.

"You will live," Dr. Rajesh Subramanian told Davis as his team "opened" the blocked artery in 10 minutes.

Davis was relieved to hear the news.

"I'm glad this was a practice drill," he said. "But it was pretty impressive and very nice to know that we have this level of medical care so close to home."

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University of Mississippi Chancellor Dan Jones made a visit recently to Baptist North Mississippi. Escorting Jones through the hospital are Dr. Jason Waller, nursing director Tracey Hall and hospital administrator and CEO Donald Hutson.



Justin and Jenny

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said. "But when we went for his registration, I went ahead and put in as well. It just all worked out."

And how things worked out were more than coincidence for the New Albany natives – it was about support, sacrifice, and working together to achieve a goal. They studied and quizzed each other on the way to school. They juggled schedules to make sure there was time for the children. They leaned on family to help with everyday things. They are both in their 30s, and had tried other things before deciding to become nurses. Justin was working on a pilot's license, and Jenny stayed home with Olivia, now five, and John Frank, three – and how those children changed things.

"I wanted to be a pilot, but decided I needed to be closer to home," Justin said. "Everyone in my family is a nurse, so I had a good idea of what I was getting into."

Jenny had tried nursing school before, and recommitted herself after a lot of prayer.

"The kids may have had something to do with it," she said. "I got the feeling that I needed to try again."

Now at Union County for a year, the Robbins' recognize the support Baptist has given them, including internships and keeping a flexible schedule because of their two children.

"Baptist has been very good to us," Justin said. "Through Baptist, we have experience that not many others have. Our support from Baptist Union County, including Mary Foley, clinical development, has been incredible. We're like family. In addition, we're allowed a schedule that gives us time to be a family at home."

Jenny said they wouldn't do it again had they known then what they know now. But, then again...

"It was a wild ride," she said. "We thought it would be good to go to the same place, but it was still difficult. We couldn't have done it without a network of support from family and Baptist colleagues. And I think because of that support, it went really fast. Looking back, in many ways, it's hard to believe we did it."

Rebecca DeRousse, assistant administrator at Baptist Rehab-Germantown,



Rebecca DeRousse

recently was named a surveyor for the **Commission on Accreditation of Rehabilitation Facilities**. CARF surveyors administer an accreditation process that distinguishes rehabilitation and human services providers for their quality and

outcomes focus. According to CARF, its surveyors are the primary link to industry innovations and standards improvements.

Shelia Fleming was recently named chief nursing officer at **Baptist Memorial Hospital-Tipton**. She replaces Chuck McGlasson, who will be transitioning to Baptist Trinity Home Care & Hospice. Fleming earned a nursing diploma from the Baptist Memorial Hospital School of Nursing and



Recently, Baptist Memorial Hospital-Union City held a reception for physicians to meet Dr. and Mrs. Peter L. Katz, new members of the hospital's medical staff. Pictured welcoming Dr. and Mrs. Katz, center, are Dr. Wright Jernigan, left, and Derick Ziegler, administrator and CEO. Dr. Katz, general surgeon, opened his clinic in the Baptist Medical Arts Center. His wife, Laura, will serve as medical office assistant and office manager.

LEADER'S CORNER



Richard Drewry, MD, Vice President and Chief Medical Officer, Baptist Memorial Health Care

The seasonal and the H1N1 flu have all of us caregivers in somewhat of a dilemma. You all read in the previous Leader all about the seasonal flu and the H1N1 flu.

All of us are concerned about caring for patients and their families – that's what we're trained to do. But you may not have truly considered how to protect yourself in the workplace.

We follow the guidelines from the Centers for Disease Control and Prevention to prevent the spread of flu, identify flu-like symptoms and care for those who have been infected.

But the US Dept. of Labor's Occupational Safety & Health Administration has established guidelines on how to protect yourself in the workplace. Many of them

mirror best practices to prevent the spread of the flu, but some of them go against our societal and cultural institutions.

First of all, stay home if you are sick. Wash your hands frequently. Both of these you've no doubt heard or read through the myriad signs and notices throughout our facilities.

But here are more protections from OSHA that may be more difficult. Whenever possible, avoid close contact with colleagues and customers. Consider greeting others without shaking hands and always wash your hands after physical contact with others. Minimize group meetings – instead, use e-mail, phone and text messaging.

Abiding by many of those rules go against what we are accustomed to doing. But this year, this flu season, we must. This flu season, we must respect what will potentially happen and prepare by first protecting ourselves and our families. This flu season, we must be accountable.

As an organization, we are taking preparation for seasonal flu and H1N1 flu very seriously. In addition to information and education, Baptist is also preparing for every potential colleague and patient

scenario to be sure that Baptist is not only caring for patients, but also caring for colleagues.

I think this is the time of year when colleagues and others should understand that special occasions call for special actions. Not standing close to others and not shaking hands may hurt some feelings, but we all have to put social conventions aside to protect ourselves and others.

According to OSHA:

The best strategy to reduce the risk of becoming ill with the flu is to avoid crowded settings and other situations that increase the risk of exposure. Some basic hygiene and social distancing precautions that can be used in every workplace include the following:

- Stay home if you are sick.
- Wash your hands frequently with soap and water for 20 seconds or with a hand sanitizer if soap and water aren't available.
- Avoid touching your nose, mouth and eyes.
- Cover your coughs and sneezes with a tissue, or cough and sneeze into your upper sleeve. Dispose of tissues in no-touch trash

receptacles.

- Wash your hands or use a hand sanitizer after coughing, sneezing or blowing your nose.
- Avoid close contact (within 6 feet) with colleagues and customers.
- Avoid shaking hands and always wash your hands after physical contact with others.
- If wearing gloves, always wash your hands after removing them.
- Keep frequently touched common surfaces, such as telephones, computer equipment and desktops, clean.
- Try to avoid using other colleagues' phones, desks, offices or other work tools and equipment.
- Minimize group meetings – use e-mail, phones and text messaging. If a meeting is mandatory, ensure the room is well-ventilated and large enough to avoid close contact.
- Limit unnecessary visitors to the workplace.
- Maintain a healthy lifestyle; attention to rest, diet, exercise and relaxation helps maintain physical and emotional health.



Above, Evelyn Moser, right, pets Emily the therapy llama during a visit to Baptist Rehab-Germantown recently. At right, Bessie Morrison gets a kiss from Emily.



Therapy at Baptist Rehab-Germantown

Ganey (Continued from page 1)

faction.”

The all-day summit highlighted various successful patient satisfaction initiatives, such as Tiger Teams at Baptist Memorial Hospital-Union City and physician initiatives at Baptist Memorial Hospital-Collierville and Baptist Memorial Hospital-North Mississippi.

The first meeting energized the group.

“I loved the meeting and took away so many great ideas,” said Brenda Kelley, director of food services at Baptist Memorial Hospital-Lauderdale. “It was great to be able to share ideas. This forum gives us the opportunity to eliminate what isn’t working and add things that worked at another facility.”

But this is most about finding out what works to raise patient satisfaction levels.

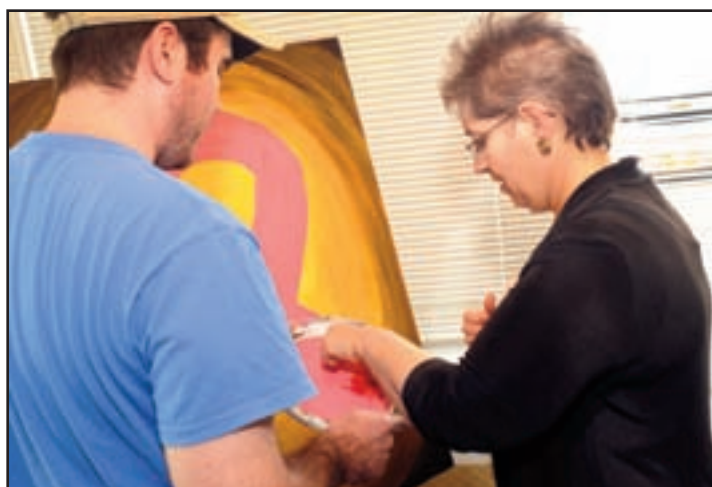
“We’re looking at data-driven initiatives to move patient satisfaction in a positive way,” said Harold Dickson, director of health services research. “Meeting in this forum may speed up improvement efforts and then allow facilities to sustain a high patient satisfaction level.”

It also exhibits Baptist’s commitment to patient satisfaction.

“Patient satisfaction has always been a priority for Baptist hospitals,” said Al Brodell, director of rehabilitation services at NEA Baptist Memorial Hospital. “By meeting regularly, the patient satisfaction improvement committee further reinforces the system commitment to patient satisfaction through sharing progress and successes systemwide.”

Celebrating surviving

The new Women’s Health Center water wall was dedicated to Dr. Lester Graves during a breast cancer survivor’s tea Aug. 30. Below right, Dr. Martha Elizabeth Glenn, one of the physicians at the Women’s Health Center and a cancer survivor, adds her fingerprint to a painting for the Women’s Health Center. The painting was completed during the reception tea by Baptist colleague Richard Fudge, a senior artist in the corporate communications department.



CLASSIFIED ADS

SERVICES

- Carpet cleaning, clean five rooms for \$75. Call 901-503-8886.
- Landscape planting, sod work, rock work, creekbeds and French drains, fall cleanup and leaf removal, bed cleanup, mulching, irrigation and lighting systems, 15 percent discount for new customers. Call Paul at 901-482-4622.
- Housecleaning services for Bartlett, Cordova, East Memphis areas, call 901-409-9598.
- Namebrand body oils, lotions, soaps, oil burners, tea lights and candles. Call Penny at 901-634-1897.
- Classical ballet, liturgical hip hop, modern, \$120 per month. Call 901-405-4417.

MISCELLANEOUS

- Tickets to University of Mississippi vs. Southeast Louisiana Sept. 19; University of Mississippi vs. University of Alabama – Birmingham Oct. 17; and Mississippi vs. University of Northern Arizona Nov. 7, \$25 apiece. Call 901-359-3809.
- Hot dog cart for sale, new generator, metal drop-table, refrigerator, ice bin, three sinks, hand sink, paper towel box, storage space, like new. Call 901-366-9507.
- Dirt bikes, one small, \$1,000; one large, \$1,200, excellent condition, run great. Call 901-864-3826.
- Deliver or you pick up horse hay, reserve your firewood for winter. Call Lester at 901-212-0073.
- Chrome tailgate extender for Ford F150 pickup, new, \$60; Ab Lounger sport, new, \$45; Bowflex, \$275. Call 901-767-7376.
- Small boy's two-wheeler bike, \$5; medium girl's two-wheeler bike, \$5. Call 901-355-6410.

PETS

- Golden Labrador/boxer mix, "Buddy" needs a new home as soon as possible, male, three years old, shots, crate trained, accustomed to children. Call Lesley at 901-240-2074.
- Mature beagle free to good home, needs to be outside to run and bark and hunt. Call 901-853-4313.

REAL ESTATE

- Home for rent at 3750 Ridgmont, 3 BR/1 BA, large den with fireplace, living room, eat-in kitchen, central heat and air, security system, tile floors, carpet in bedrooms, fenced backyard, \$300 deposit, \$600 a month. Call 901-461-3432.
- Home for rent in East Colonial Acres, 3 BR, eat-in kitchen, triple carport, workshop, office, large storage, patio, fenced back yard, \$825, \$500 deposit. Call 901-683-0451.
- Midtown home for sale, 2 BR/2 BA, small finished attic room, central heat and air, ceramic tile and hardwood floors, separate living room and dining room, sun room, large back yard, privacy fence, electric gate, security system, appliances included. Call 662-801-5320.

- Germantown home for sale, 8762 Montavesta Drive, 5 BR/3.5 BA, master up and down, about 3,500 square feet, attached garage and 24X40 free-standing garage and workshop, screened porch and more. Call 901-755-3346.
- Mountain view lots for sale in Perry County, six acres and up, \$49,900 each. Call 901-262-3411 for information.
- Gatlinburg chalet, \$85 per night or \$550 per week, open fall dates. Call Garry at 901-237-2998.
- Home for rent at 2342 Arlington Ave., 3 BR/1 BA, w/d connections, security system, carpet, gas stove, window AC and furnace heating. Call 901-487-7605.
- Newly renovated home in the Whitehaven area, 4 BR/1.5 BA, separate living room, eat-in kitchen. Call 901-218-7335.
- Cordova home for sale at 1178 Allentown, 3 BR/2.5 BA, Jacuzzi, privacy fence, new wood floors, bonus room and will sell partially furnished, \$195,000. Call 901-338-9222.

HOUSEHOLD

- Leather sofa and loveseat, rose color, \$250. Call 901-503-4869.
- Various household items and furniture, good condition, call 901-864-3826.
- Leather couch, blue with recliners on each end, \$325; leather recliner, blue, \$50; two matching couches, \$325 for both; leather ottoman, blue, \$50; beautiful stained glass remote control fan, \$250. Call 901-853-2364.
- Thermador gas, six-burner, stainless steel cooktop with stainless steel hood and downdraft unit, new, still in boxes, \$3,500. Call 901-361-4016.
- Kenmore 17.2 cubic-foot chest-style deep freezer in good condition, new cold control, \$100 OBO. Call 662-893-7892.
- Twenty-eight inch round decorator table for a 90-inch round table cloth, includes glass top, \$60; computer desk with pull-out shelves for printer and keyboard, \$75. Call 901-309-2276 and leave a message.

VEHICLES

- 1982 Oldsmobile 98, blue with blue interior, runs like new, excellent condition, 78,000 miles, V8, \$1,500. Call 901-334-8112.
- 1998 Chevrolet S-10 extended cab, 191,000 miles, can see at autotrader.com, \$2,500. Call 901-497-9661 and leave a message.
- 2000 Volkswagen Beetle, silver with grey leather, auto, sunroof, loaded, 136,000 miles, \$4,200. Call 901-603-0742.
- 2000 Dodge Ram 1500 extended cab pickup, black, AC, power, new tires, new transmission with warranty, Flowmaster, 135,000 miles, \$4,000. Call 901-503-3429.

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 or fax to 901-227-3516.

Baptist Memorial Hospital-Memphis will host free educational seminars on surgical weight loss options in the hospital's seminar rooms Saturday, Sept. 19, at 10 a.m. and Monday, Sept. 28 at 7 p.m.

During the seminars, Dr. George Woodman, founder of Midsouth Bariatrics, will address the benefits and risks of weight loss surgery and its growing use for the treatment of morbid obesity.

The seminars are part of the Baptist Weight Loss Center, which offers options to help individuals whose body mass index indicates they are either overweight or obese.

No reservations are required.

All seminars will take place in seminar rooms two and three.