Have you noticed anything different about the building where you work?

All Cone Health hospitals and outpatient sites now have new signage reflecting our updated brand. This is the latest of several steps Cone Health is taking to continue to promote our Network for Exceptional Care.

In March, Cone Health TV commercials also returned to the air. These commercials were on a planned hiatus so the Marketing department could measure their effect and be sure the investment was paying off.

“We are very pleased with the results of these ads,” says Tim Rice, President and CEO, Cone Health. “The focus groups of community members and our staff tell us that we are no longer viewed as just one hospital on North Elm Street. Now, residents know Cone Health as one of the largest healthcare networks in the region. They know we have multiple locations, cutting-edge technology and a staff of 8,200 employees, 2,500 nurses and more than 1,000 physician partners.”

Employees responded to a separate survey late last year, saying that they learned a lot about Cone Health from the ads. Employees also said they were pleased to see the network telling its story in the market.

Cone Health plans continued advertising on billboards and in newspapers, magazines and social media.

“As I have said many times before, the best part of what we do is our people,” Rice adds. “I am most proud that these ads showcase our own employees doing what they do best — Caring for Our Patients, Caring for Each Other and Caring for Our Communities.”
Support continues through pension transition

Beginning in May, Cone Health employees who were affected by the freezing of the Defined Benefit (DB) Pension Plan will receive additional information regarding their benefits.

The DB plan was frozen on Dec. 31 and halted the accrual of more benefits. It did not reduce benefits that had already been earned.

Affected employees received information about the change in the fall of 2011, and many attended meetings where the changes were explained. Since then, consultants with the plan have been calculating the final plan values and preparing a personal statement for each participant. These statements, which will be mailed in early May, will list the value of the frozen benefit and how that amount may change based on each employee’s retirement date.

To help employees who have questions about the statements, several resources will be available, including group meetings, a service center that can answer basic questions and one-on-one meetings with a retirement specialist. Financial counselors with VALIC also will be available to meet with employees and help them create a plan for retirement.

Look for additional information about the statement distribution and communication process in early May.

Looking for a used car? Shop carefully

If you are in the market for a used car, do your homework so you will not end up with a lemon.

First, do your research. Shop the Internet before you ever set foot on a car lot. Narrow your choices to two or three models and read consumer/expert reviews to see if the vehicle has a good mechanical history. Some sites to visit include edmunds.com, driverside.com, cars.com, kbb.com and nada.com.

Determine what you can pay and get your loan pre-approved. By doing your homework, you will know exactly how much you can finance as well as your interest rate.

Inspect the vehicle.
• Check the tires for wear. Uneven wear could indicate the need for a front-end alignment or a more costly repair to a suspension component.
• Bring along a small refrigerator magnet and place it gently (so as not to scratch the paint) along various body panels. The magnet will not stay in place if there is any plastic body filler present, indicating the vehicle has been in an accident. Look at the vehicle to see if the panels and seams line up correctly.
• Open the trunk, hood and doors. Look for paint over-spray, a tell-tale sign all or part of the vehicle has been repainted.
• Look for signs of flood damage. Lift the spare tire from the trunk and look for any signs of rusting. Smell the carpets for mold or mildew. Look under the driver’s seat for rust on the springs/hinges.

Conduct a thorough test drive. Make sure all the dashboard warning lights come on when you start the vehicle. Listen for tapping or ticking sounds from the engine. Test the brakes – the car should continue in a straight line when the brakes are applied. The steering wheel should not shake or vibrate.

Get a professional mechanic to check the car and obtain a vehicle report from both CARFAX and Autocheck to get a complete history of the vehicle.

Negotiate. Always have an idea of what you want to pay before you start. Compare prices of similar vehicles, options and mileage.

Sell your vehicle outright instead of trading it in to a dealer. You will usually get more money.

Greensboro Health Care Credit Union
Check us out for competitive new and used car loans.
Telling our story
Cone Health releases Heart and Vascular Report statewide

Physicians and community leaders throughout North Carolina now have more information about the nationally recognized care and international research here at the Cone Health Heart and Vascular Center.

In early March, the Heart and Vascular Center mailed its 2011 Clinical Programs and Outcomes Report to approximately 4,000 physicians, mid-level practitioners and office managers in targeted referral areas across North Carolina. The 44-page report also was distributed to several hundred key community leaders, elected officials, board members, foundation leaders and state hospital association representatives.

Copies are available for viewing and printing at conehealth.com/2011-annual-reports.

“As a product of extensive collaboration between our Heart and Vascular Center staff, physicians and the Marketing team, the report features many of our program’s achievements and accolades,” says Charles Wilson, MD, Medical Director, Heart and Vascular Center.

For instance, Cone Health has one of the largest and longest-running angioplasty programs in the world, and its research program is nationally recognized for ground-breaking clinical trials. Cone Health’s major heart surgery program ranks first in North Carolina and in the Top 20 nationwide. The Heart and Vascular Center provides emergency heart attack treatment almost twice as fast as the national standard, and physicians here train other surgeons from across the region in various procedures, including leading-edge minimally invasive techniques.

“None of these accomplishments would be possible without our dedicated technical, administrative and medical staff, all of whom are deeply committed to what matters most – Caring for Our Patients, Caring for Each Other and Caring for Our Communities,” says Rich Lundy, Vice President, Cone Health Heart and Vascular Center and Imaging Services. “Of course, we want to thank our Marketing team for helping to showcase our program in such a compelling way. We hope you have a chance to review this report to help us share the remarkable story of our Network for Exceptional Care.”

Anne Macner receives Women in Business Award

Anne Macner, Vice President and Service Line Administrator for Neurosciences, Orthopedics and Rehabilitation, is receiving the 2012 Triad Business Journal’s Women in Business Award. The annual award presented by the business publication recognizes businesswomen in the Triad for outstanding contributions to their profession, employers and community.

The awards luncheon will be held April 27.

Macner joined Cone Health in 1993 as manager of the Inpatient Rehabilitation program and later served as director of Outpatient Rehabilitation programs and as executive director of Post Acute Rehabilitation. She was named to her current post in October 2010.

She has played an integral role in leading the establishment of a network of Outpatient Rehabilitation Centers throughout the region, including locations in High Point, Kernersville and Madison. She has grown the Outpatient Rehabilitation program from one facility to eight locations, including the Neurorehabilitation Center.

During Cone Health’s sponsorship of the 2011 U.S. Figure Skating Championships, Macner led the official medical team, which provided 18-hours-per-day medical coverage for the eight-day championship at two full-service medical facilities.

She most recently organized and collaborated with community neurologists and the Cone Health Triad Hospitalist Program to plan and implement the Triad Neuro Hospitalist Program, which opened in early March. The program was developed to provide 24/7 in-house neurology coverage at The Moses H. Cone Hospital with 24/7 call availability at Wesley Long Hospital and Women’s Hospital.

In addition, Macner led Moses Cone Hospital’s Inpatient Rehabilitation Center to achieve a top 10 percent ranking among hospital rehabilitation centers in the United States. She also led Cone Health Stroke Center to successful Joint Commission reaccreditation as a Primary Stroke Center.

She has served as a member and leader on the board of directors of the Central Carolina Chapter of the National Multiple Sclerosis Society since 1998. She also has served on the boards of directors for Bell House, PACE of the Triad and Advanced Home Care.

Macner received a bachelor’s degree in physical therapy from State University of New York at Buffalo and a master’s of business administration degree from Northwestern University Kellogg Graduate School of Management.
Penn Nursing Center helps residents care for themselves

Penn Nursing Center wants to care for its residents as well as their families by giving them tools to stay healthy. The Center now offers weekly diabetes education classes to residents.

“We offer a healthy menu at Penn Nursing Center, but we frequently see families bringing in fast food,” says Aashka Mehta, Administrator, Penn Nursing Center. “Diabetes can be challenging for seniors. These classes will educate, raise awareness and empower our patients to make lifestyle changes and improve their quality of life.”

The free classes are taught by Lynn Weisner, Clinical Dietitian, Annie Penn Hospital and Penn Nursing Center, and include information on healthy recipes, counting carbohydrates and reading food labels.

Annie Penn Hospital offers similar classes to the public. For more information on those classes, call Jennifer Kayan, Clinical Nutritionist, Annie Penn Hospital, at 951-4673.

Children treat patients to Valentine surprise

Children at Kids Connection made more than 60 valentines and then presented them to patients at Wesley Long Hospital on Valentine’s Day. This is the third year that the employee childcare center has created cards for patients. “It’s a fun and educational opportunity for our children to explore their creative side when making the cards, and our patients benefit from this unexpected surprise,” says Fransina Miller, Site Manager, Kids Connection.
Tim’s Table

Tim’s Table, a series of luncheons hosted by Tim Rice, President and CEO, recognizes top-performing employees at each campus in the Cone Health network. The luncheons provide an opportunity for Rice to hear employees’ thoughts and ideas to help Cone Health achieve national leadership in healthcare. Attending the Feb. 29 Tim’s Table event at MedCenter High Point were: Jeanine Cross, RN, Emergency Department; Ardenia Davis, Admission Services Associate, Emergency Department; Tricia Fergerson, Certified Medical Assistant, LeBauer HealthCare at High Point; Ellen Forward, RN, Cone Health Cancer Center at High Point; Sharon Jarriel, CT Tech, Radiology Services; Susan Marino, Secretary, Outpatient Rehabilitation at High Point; Kim Portis, Pharmacy Operations Coordinator, Outpatient Pharmacy; Alan Steelman, Mechanic, Property Management Administration; and Paula Wise, Certified Medical Assistant, Sports Orthopedics.

Cancer Center focuses on patients’ experience

The Cone Health Cancer Center is taking the opportunity to ensure an exceptional patient experience.

The newly opened Cancer Center created an environment that provides greater comfort and privacy for the patient, including individual registration stations for confidential one-on-one service. As Cone HealthLink went live, patients noticed many other enhancements, including a dedicated person who greets patients as they enter the center and provides them with a number. Instead of lining up to check in, patients can relax in the lobby until their number is called to proceed to registration.

“Patients have responded positively with the enhancements that have been made,” says Skip Hislop, Vice President, Oncology Services.

“They enjoy the relaxed atmosphere the new center provides and the addition of staff in the lobby areas to guide them through their visit.”

Beyond an enhanced queuing system, the Cancer Center also is promoting its services through a daily schedule of events, which is posted in high traffic areas. A variety of events from yoga to cancer prevention classes are provided.

“We promote comprehensive treatment that can involve spiritual, nutritional, physiological and general wellness,” says Terry Moore-Painter, Lead Chaplain, Department for Spiritual Care and Wholeness. “Everything that we can do to promote our support services allows us to take care of the patient and not just their disease.”
Annie Penn Hospital recently transformed the bare, white walls of a main employee corridor into an area of positivity and reflection.

Hospital leaders worked with Employee Council members to collect quotes that would be meaningful to all hospital staff. Once the quotes were approved, an artist stenciled them on the walls and turned an otherwise plain hallway into a dynamic source of inspiration.

The idea was generated last year during a management retreat at a local conference center. The conference center had a wall that was covered with positive quotes from great leaders and anonymous sources. The managers were so inspired that they returned to the hospital and discussed the idea with the Employee Council. Together, they implemented a plan that would bring a similar space to Annie Penn Hospital.

Quotes from a wide variety of famous people ranging from Albert Einstein to Jimmy Johnson now decorate an area that has heavy employee traffic. Future plans include adding to the existing walls and expanding the idea to patient areas.

“The origin of the word ‘inspire’ means ‘to breathe’. Our hope for the walls is that the quotes will be a breath of fresh air and a way to lift our souls when they are in need of encouragement.”

— Patricia Wright, Chaplain, Department for Spiritual Care and Wholeness

Walkway honors loved ones

Along with the recently completed expansion of Cone Health Cancer Center is a stepped walkway alongside the building which leads to the Labyrinth and garden. This Honor Walkway is designed to honor and remember people affected by cancer.

The Honor Walkway is dedicated to the memory of John A. Lusk III, MD, Greensboro’s first hematologist/oncologist. Patients, family, friends, colleagues and caregivers can have their special message mounted on the wall lining the walkway. Four message sizes are available, priced from $175 to $1,200.

A source of inspiration and reflection is being created as each message is added.

“This is a way people can express their feelings, anonymously if they wish, about someone close to them who has been impacted by cancer,” says William Porter, Vice President, Fund Development. “It is also another way for members of the community to become part of the Cancer Center. Proceeds from each plaque go to help cancer patients with their treatment and recovery.”

To learn more, go to conehealth.com/honorwalkway or contact Porter at 832-9450.
Warm heads, thanks to a warm heart

If you have seen anyone walking the halls of The Moses H. Cone Memorial Hospital sporting a warm, knitted hat, there is a good chance it was the handiwork of Virginia Bice.

Bice, the mother of Dave Bice, Group Leader, Environmental Services, Moses Cone Hospital, estimates she has knitted more than 300 hats over the last five years. Virginia Bice makes an average of four hats a day and has made it her goal to find an owner for every one of those hats.

“Making hats is what she does,” Dave Bice explains, “and if you had the chance to meet her, she’d want you to take a few hats to give to others.”

Virginia Bice’s hats also have gone to patients and staff members at Wesley Long Hospital and the Cone Health Cancer Center.

Women’s Hospital welcomes Leap Day babies

Women’s Hospital welcomed its 14 Leap Day babies with a special gift – a onesie embroidered with a frog and their 2-29-12 birth date. The gifts were provided by the Women’s Hospital Volunteers. The chances of being born on Feb. 29 are one in 1,461.

Several members of the media visited the nursery to interview several Leap Day birth parents and the hospital’s own Toni Stanin, RN, Mother/Baby, who was celebrating her 14th official birthday that day (pictured at left).
Congratulations! Our second Go Live for Cone HealthLink is well under way, connecting 25 Cone Health physician practices that used GE Centricity with our new, best-in-class medical record. As a result, we are directly linking patient records in our hospitals with many of our physician practices, helping bring us closer to our goal of “One Patient. One Chart. One Team. One Network.” This change also goes far to improve patient care and safety, vital steps toward achieving our vision of being a national healthcare leader.

I continue to be impressed by the tremendous preparation and teamwork involved in these Go Lives. As expected, we have seen difficulties along the way, but they have not derailed our efforts. Everyone I talk with continues to be supportive and patient in working through these issues. We continue to benefit from the extensive support of our Management Systems team, our SuperUsers and the many consultants from Epic. You can see the team’s progress toward resolving issues, as they occur, in our daily HotLink updates.

We truly have seen tremendous leadership from Bob Goldstein, Executive Vice President, LeBauer HealthCare and the Cone Physician Network, as well as our team of physicians and practice managers during this important transition. Kudos also to Steve Horsley, Vice President and Associate Chief Information Officer; Bruce Swords, MD, Chief Medical Information Officer; and all the Management Systems staff involved in this huge effort.

I am very confident that this process will continue to help prepare us for our next phases of Cone HealthLink implementation. These will occur on May 7 at physician practices that use paper charts; on July 7 at Annie Penn Hospital, Women’s Hospital and MedCenter High Point; and on Nov. 4 at Moses Cone Hospital, Wesley Long Hospital and the Behavioral Health Hospital.

Thank you for all you are doing to Care for Our Patients and Care for Each Other as we build this best-in-class electronic medical record across Cone Health. Keep up the good work!

From the front lines

Joan Palmer, Admission Services Associate, Wesley Long Hospital, has been using Cone HealthLink since February, but she remembers well what she first thought when she learned she would need training on the new electronic medical record system. “I thought the Lord may be telling me it’s time to retire,” she says with a chuckle. “I’m 76 and I was so afraid, but I got help from everybody. Hands-on experience is what worked for me. The people who taught me were great and I even wrote them an email telling them so. I think I’m happy with it now. If I can do this, anyone can.”

Advice from trainees about Cone HealthLink

Stacie Stein, RN, (foreground, left) and Shakira Greene (right) attend Cone HealthLink training at the White Box off Green Valley Road. Stein works with Mary John Baxley, MD, and Greene is the office manager at Triad Women’s Center. Greene gladly shared some tips for her colleagues who are scheduled for training: “After training, go on the playground,” which is a practice environment within Cone HealthLink. “That’s the best way to learn how to navigate the system by yourself. You just have to make that time,” she says.
Known for their tight-knit teamwork, employees at Annie Penn Hospital are planning for the full transition to Cone HealthLink on July 7.

Mickey Foster, President, asked representatives from various departments to participate on a Site Planning and Adoption Council, which meets to discuss preparations for using the new electronic medical record system.

“We’re taking a very proactive approach at all levels to ensure our patients have the best possible experience,” Foster says.

Debbie Green, RN, Vice President of Nursing and Patient Services, says the Council is looking for ways to keep employee morale high while ensuring adequate staffing and resources are available for the Go Live.

“We want our clinicians to have a smaller workload than normal for the transition so they can ease into implementation of the new system with little stress,” Green says.

Green says the Council also reviewed what worked well and the areas for improvement following the Feb. 1 Go Live for registration, billing, scheduling and radiology. Ideas from that discussion are being incorporated into their plans for July.

“We also are asking our patient advocates to help with a service excellence/service recovery plan for any delays patients might experience during the transition,” she says.

Green says Cone HealthLink will avoid duplication of documentation and reduce the risk of errors. “Workflow changes will help ensure we meet the most current evidence-based practice guidelines for the treatment of patients,” she says.

Mario Singleton, Director, Cone Health Cancer Center at Annie Penn Hospital, says clinical and medical staff are scheduled for training on the new system and will plan a thorough dress rehearsal before Go Live. Practicing new workflows, he says, will help employees work through any challenges.

“We’re also going to lighten our schedules for the first few weeks so our patients are not waiting a long time to be seen,” he says.

Singleton says he is encouraging staff to stay focused on Cone HealthLink’s benefits for patients and their families.

“I do anticipate a few bumps in the road, however a positive attitude will make those bumps molehills instead of mountains,” he says.

Steve Horsley, Vice President and Associate Chief Information Officer, Cone Health, commends Foster and his team for embracing the challenge of operational ownership. “Their planning and physician engagement are setting the stage for a successful implementation,” Horsley says.

What’s next for Cone HealthLink?

May 7: Phased rollout to ambulatory clinics that currently use paper charts.

July 7: Go Lives for Annie Penn Hospital, Women’s Hospital and MedCenter High Point.

Nov. 4: Go Lives at Moses Cone Hospital, Wesley Long Hospital and Behavioral Health Hospital.
Breakthrough Projects will help Cone Health achieve national leadership in healthcare

As Cone Health continues its cultural transformation, seven key projects have been identified with an aim of fundamentally shifting how we deliver care and service to patients.

These “Breakthrough Projects” each have the potential to make a huge impact on Cone Health’s vision to achieve national leadership in healthcare, says Joan Evans, Vice President of People Development and executive manager for our culture work.

“Last fall, the Leadership Coalition went through a brainstorming and filtering process to identify these Breakthrough Projects,” Evans says. (See pages 10-12 for a listing of the projects and team members.)

Without these projects, Cone Health would likely achieve slow, incremental results if we continued on our present course of patient care, Evans says. To change our culture and become a national leader, however, Cone Health must achieve “breakthrough” performance.

The projects run the gamut from one focused on building diversity and inclusion to others dealing with length of stay, patient safety and readmissions. Teams also will look at enrolling physicians, transforming leadership roles and sustaining organizational excellence.

“These are high-leverage projects,” Evans says. “We have not prioritized them because they are all things we need to do to perform as a top decile organization.”

For example, Evans is heading up the Sustaining Organizational Excellence Breakthrough Project, and she and her team will be examining how to keep the all-important culture work from being viewed as a “flavor of the month.”

“We want to make sure as we wean ourselves from working with our consultants that the structures and capabilities are in place to continue this important work,” Evans says.

Rhonda Rumple, Manager, MedLink Community Care Management, is charged with leading the Readmissions project – working with community partners and providers to help improve quality of life and decrease hospital readmissions for local senior citizens.

“The three-day training and workshop with our group was inspirational as we outlined our vision for the project and began building exceptional partnerships with our community,” Rumple says.

Evans notes that all of the breakthrough projects are part of Cone Health’s strategic plan for 2012. “By identifying key efforts as breakthrough projects, it accelerates the focus and the results,” she says. “This is not new work. This is work we needed to do anyway, but in a different structure, using new tools.”

In addition to the executive champion overseeing each project, leaders were chosen. Some were selected based on their existing job responsibilities; others were named because they had expressed an interest or had experience in the area. The dozens of team members who will work on the projects “all have a passion and commitment to do this,” Evans says.

The work has already begun, and Evans says that the teams have huge ambition.

“Everybody involved has shown up fully engaged, fully committed to this. They are there to truly make a big difference,” Evans says. “At the end of the day, it all links back to better serving our patients, and people get that.”
2012 Breakthrough Projects

Diversity and Inclusion

Focus: Creating a broad understanding and appreciation of diversity among our patients, families, employees, physicians and other partners, along with goals and approaches to demonstrate inclusion and cultural competence on an ongoing basis.

Champion: Tim Rice, President and CEO

Leader: Paul Jeffrey, President, Wesley Long Hospital

Members:
Barbara Akins, RN, Staff Educator, Nursing, Behavioral Health Hospital
Ceresta Bryant, Employee Performance Manager, Human Resources
Bev Cleveland, Chief Financial Officer, LeBauer HealthCare
Joe Davis, Assistant Director, Materials, Purchasing
Lobel Lurie, RN, Staff Educator, Staff Education
Eric McMillan, Business Manager, Emergency Department, Moses Cone Hospital
Aashka Mehta, Director/Administrator, Penn Nursing Center
Grace Moffitt, Vice President, Human Resources
Antonia Reaves, Vice President/Senior Program Officer, Cone Health Foundation
Brent Ridenour, Director, Service Response Center
Eda Royal, Spanish Interpreter, Social Work

Length of Stay Reduction

Focus: Patients admitted to Cone Health hospitals experience a longer average inpatient stay than patients who receive care in top-performing teaching hospitals. The Length of Stay reduction team is focused on assuring an appropriate length of stay for our patients by focusing on the 4Rs: Our patients receive the Right care delivered by the Right team at the Right time in the Right place. We are working to eliminate 9,325 unnecessary hospital days for our patients this year.

Champion: Theresa Brodrick, RN, PhD, Executive Vice President and Chief Nursing Officer

Leader: Anne Macner, Vice President/Service Line Administrator

Members:
Julie Barker, Quality Improvement Facilitator, Quality Excellence
Cathy Cochran, RN, Director, Clinical Informatics, Management Information System
Debbie Green, RN, Vice President, Nursing and Patient Services, Annie Penn Hospital
Robert Hickling, Director, Triad Hospitalists
Joan LoPresti, RN, Director, Nursing Administration
Patricia Nourse, Director, Care Management
Hope Rife, Director, Social Work
Annette Smith, RN, Vice President, Nursing and Patient Services, Wesley Long Hospital
Beth Smith, RN, Director, Mother/Baby, Women’s Hospital
Jay Smith, Director, Acute Rehabilitation
Katie Walker, RN, Director, Nursing Administration
Mary Welch, RN, Clinical Nurse Specialist

(more on pages 12-13)
2012 Breakthrough Projects
(continued from page 11)

Readmissions
Focus: In support of Caring for Our Patients and Caring for Our Communities, we will collaborate as a community coalition to identify the causes of readmissions for senior adults with selected chronic diseases, with an emphasis on economically disadvantaged individuals. In addition, we will identify plans that can be implemented to either eliminate or reduce medical and social barriers, thus making measurable improvement in reducing avoidable readmissions for the selected diagnostic groups and enhancing quality of life.

Champion: Tim Clontz, Executive Vice President, Health Services

Leader: Rhonda Rumble, RN, Manager, MedLink Community Care Management

Members:
Julie Barker, Quality Improvement Facilitator, Quality Excellence Initiative
Mary Elizabeth Batten, Director of Pharmacy Services, Guilford County Department of Public Health
Patty Beard, Home Health Disease Management Specialist, Advanced Home Care
Zachary Brooks, Clinical Social Worker, Social Work Department
Thresa Brown, RN, Clinical Nurse Specialist, Clinical Nursing Support
Mary Chester, RN, Nurse Liaison, Guilford Healthcare
Jean Douglas, Clinical Coordinator, Pharmacy, Moses Cone Hospital
Lisa Duck, Executive Director, Guilford Adult Health
Mona Easter, RN, Director, ICU, Annie Penn Hospital
Brian Ellerby, Director, Executive Office, Health Services
Janice Gasaway, Quality Performance Manager, LeBauer Quality and Informatics
Jules Guilbeau, Director, LeBauer Pulmonary
Robert Hickling, Director, Triad Hospitalists
Rich Lundy, Vice President, Heart and Vascular Center and Imaging Services
Annette McNeill, RN, Director, Penn Nursing Center
Lelia Moore, RN, Coordinator, Congregational Nurse Program
Brenda Murphy, RN, Clinical Nurse Specialist, Clinical Nursing Support
Steve Neorr, Vice President and Executive Director, Triad Healthcare Network
Ursula Robinson, Executive Director, PACE of the Triad
Leigha Shepler, Coordinator, SAFE Guilford
Pat Wright, MD, Pulmonologist, LeBauer HealthCare

Patient Safety
Focus: We are exponentially transforming the culture of patient safety. Through our new culture of patient safety, Cone Health achieves zero “never” events for inpatients, surgical patients and emergency department patients at our five hospitals.

Champion: Mary Jo Cagle, MD, Executive Vice President and Chief Quality Officer

Leader: Dennis Campbell II, Executive Director, Quality Excellence Initiative

Members:
Janice Gasaway, Quality Performance Manager, LeBauer Quality and Informatics
Debbie Green, RN, Vice President, Nursing and Patient Services, Annie Penn Hospital
Jim Hasspacher, Medication Safety and Quality Coordinator, Pharmacy, Moses Cone Hospital
Vanessa Haygood, MD, President, Medical and Dental Staff
Kristy Holt, Director, Respiratory Care, Moses Cone Hospital
Carswell Jackson, MD, Anesthesiologist, American Anesthesiology of the Southeast
Marsena Pardee, RN, Clinical Nurse Specialist/Coordinator, Inpatient Diabetes Program
Rosemary Payne, RN, Director, Inpatient Adult Services, Behavioral Health Hospital
Karen Resh, RN, Director, Emergency Department, Cone Health MedCenter High Point
Laura Stines, RN, Infection Prevention Specialist, Infection Prevention
Elliott Wentz, MD, Emergency Medicine Physician, Wake Forest University School of Medicine, Department of Emergency Medicine, Greensboro Region
Provider Enrollment

Focus: Physician engagement, enrollment and on-boarding.

Champion: Bill Bowman, MD, Executive Vice President, Medical Affairs

Leader: Steve Anderson, Vice President, Cone Physician Network

Members:
- John Bednar, MD, Emergency Medicine Physician, Wake Forest University School of Medicine, Department of Emergency Medicine, Greensboro Region
- Bill Bowman, MD, Executive Vice President, Medical Affairs
- Mary Jo Cagle, MD, Executive Vice President and Chief Quality Officer
- Rebekah Driggers, Director, Physician Recruitment
- Bert Fields, MD, Family Medicine/Sports Medicine Physician, Cone Health Sports Medicine Center
- Kelly Leggett, MD, Obstetrician/Gynecologist, Center for Women's Healthcare
- Eric Mansell, MD, Radiologist, Greensboro Radiology, PA
- Suzanne Shores, Manager, Maternity Admissions Unit, Women's Hospital
- Tom Wall, MD, Cardiologist, LeBauer HeartCare
- Chris Wilson, Performance Coach, Organizational Development
- Jay Wyatt, MD, Trauma Director
- Marlene Yates, Director, Medical Staff

Transforming Leadership Roles

Focus: Redesign the role of the Cone Health leader to ensure work is focused on leading transformational change and producing results through inspiration, coaching and mentoring.

Champion: Judy Schanel, Executive Vice President, Cone Health, and President, Moses Cone Hospital

Leader: Melissa Riffe-Guyer, Supervisor, Neurorehabilitation Center

Members:
- DeAnne Brooks, Director, Pharmacy, Moses Cone Hospital
- Don Causey, Director, Security Services
- Eileen Caviness, Director, Management Information Systems
- Troy Chisolm, President, Behavioral Health Hospital
- Debbie Grant, Vice President, Nursing and Patient Services, Moses Cone Hospital
- Jules Guilbeau, Director, LeBauer Pulmonary
- Christy Hall, Manager, Respiratory Therapy, Annie Penn Hospital
- Karin Henderson, Nursing Service Director, Moses Cone Hospital
- Melinda Morton, Manager, Phlebotomy, Lab, Women's Hospital/Wesley Long Hospital
- Cheryl Somers, Director, Cone CareLink
- Chris Wilson, Performance Coach, Organizational Development
- Jeannie Wilson, Director, Bariatric Surgery Program/ Sleep Disorders Center

Sustaining Organizational Excellence

Focus: Our high performance culture is sustained by our relentless commitment to an aligned strategy and transformational learning. We design and implement enterprise-wide structures and practices that promote inspired learning and accountability to drive strategy execution.

Champion: Terry Akin, Chief Operating Officer

Leader: Joan Evans, Vice President, People Development

Members:
- Anita Badgett, Training Specialist, Organizational Development
- Theresa Brodrick, RN, PhD, Executive Vice President and Chief Nursing Officer
- Chad Brough, Executive Director, Office of Patient Experience
- Chris Brown, Administrative Fellow, Executive Office
- Dennis Campbell II, Executive Director, Quality Excellence Initiative
- Jami Goldberg, Manager, Organizational Development
- Sally Hammond, Physician Practice Administrator, Physician/Strategic Services
- Cheryl Hausner, RN, Director, Nursing Administration
- John Jenkins, Vice President and Chief Information Officer
- Brian Romig, Vice President, Pharmacy Services and Supply Chain
- Jim Roskelley, Executive Vice President, Strategic Development
- Judy Schanel, Executive Vice President, Cone Health, and President, Moses Cone Hospital
- Robert Smith, Director, Cone HealthLink
- Teri Wyatt, RN, Director, Department 2900 – Coronary Intensive Care/Step-down, Moses Cone Hospital
Yoga improves body, mind

You’ve probably heard that yoga is good for you. Maybe you have even tried yoga and discovered that it makes you feel better. But what are the specific health benefits you can expect to enjoy from doing yoga regularly?

Physical benefits include increased strength (many yoga poses require you to support your own body weight in new ways); improved muscle tone (yoga helps to shape long, lean muscles); increased flexibility and pain prevention (increased flexibility and strength can help prevent the causes of some types of back pain); and better breathing (yoga teaches us how to better use our lungs).

Mental benefits include mind calmness (concentrating intently on what your body is doing brings calmness to the mind); stress reduction (yoga emphasizes being in the moment); and greater body awareness.

Barbara Neff, Clinical Nutrition Support Specialist, is a yoga devotee. “Yoga forces you to stay in the present moment. It has allowed me to quiet my mind so I can handle life’s challenges a little more gracefully.”

New to yoga? No problem, yoga is open to all levels, from the beginning exerciser to the experienced athlete. Class times vary, so check on yoga and other classes offered to Cone Health employees by going to the Cone Health intranet home page and clicking on Group Fitness.

All Greensboro group exercise classes meet at the Green Valley Medical Center building located at 719 Green Valley Road, Suite 107.

Cone Health is starting a Bike Club for employees and their spouses who are interested in road cycling or mountain biking.

All participants will receive a professional-quality Cone Health cycling jersey after three group rides. Membership is open to all skill levels, including beginners. All rides are “no drop” rides, which means that if you are a slow cyclist, you will not be left behind on a group excursion.

For more information on the mountain biking group, contact Scott Jobe, Physician Practice Administrator, Physician/Strategic Services, at scott.jobe@conehealth.com or call 547-1862.

To participate with the road biking group, contact Jeff Petrinitz, DPM, Triad Foot Center, at jgroks@yahoo.com or Minh Pham, Clinical Pharmacist, The Moses H. Cone Memorial Hospital, at minh.pham@conehealth.com.
Healthy Vending options initiative gets thumbs up

Marty Mikles, RN, Nursery, Women’s Hospital, likes the healthy snack and beverage options Cone Health now offers in vending machines throughout the network.

Shortly after learning of the initiative to promote healthy lifestyles and good nutrition among the workforce, Mikles emailed Theresa Brodrick, RN, PhD, Executive Vice President and Chief Nursing Officer, and members of the Wellness Committee to show her support.

“Thanks so very much for addressing this necessary change on all campuses. I myself struggle with weight issues, and I often observe multitudes of staff and visitors partaking of the unhealthy selections in the vending machines. I’ve often wondered what mixed message we are sending to our patients, families and staff," Mikles wrote.

“It is truly amazing that if we only had more control over the foods/beverages served in the grills/cafeterias or made available through the vending machines, that people would honestly make healthier choices. We have become programmed to choose and buy what selections are available.

“So thanks to your hard work in making these changes in the foods served to our patients, visitors and staff. We may ALL benefit and be more motivated toward a wellness attitude in our lives.”

Employee questions diet beverages as a Healthy Vending option

Q I am concerned about diet beverages being offered as a healthy alternative in our campus vending machines. What about reports linking artificial sweeteners to migraines and an increased risk of heart attack and stroke?

A Debbie Underwood, Clinical Nutrition Manager, says it is true that artificial sweeteners have been scrutinized for years and that claims have been made linking a variety of health problems to their use.

“Artificial sweeteners are regulated by the U.S. Food and Drug Administration as food additives and must be reviewed and approved before being made available for sale. There are currently five artificial sweeteners approved by the FDA. The FDA assigns a maximum acceptable daily intake (ADI) for each artificial sweetener. The ADIs are 1/100th of the amount that is considered safe for human consumption.

“At the current time there’s no sound scientific evidence that any of these five artificial sweeteners cause serious health problems. Because artificial sweeteners are a food additive, it is possible that certain people may have an adverse reaction to an artificial sweetener. We know that people with phenylketonuria (PKU) must avoid aspartame because it contains phenylalanine. But for most people, the moderate consumption of artificial sweeteners is safe.

“Drinking sugary soft drinks is associated with higher caloric intake, weight gain and increased risk of tooth decay.

“Dietitians prefer not to label foods or drinks as ‘healthy’ or ‘unhealthy.’ We focus on educating what constitutes a well-balanced diet based on the Dietary Guidelines for Americans and the individual’s health goals. We teach moderation. We know that when a so-called ‘healthy’ food is consumed in excess, that is an unhealthy decision. We also know that sugar can be consumed as part of a well-balanced diet. We know people are going to drink regular soda and sweet tea. However, once we point out the number of calories being consumed, people do begin to rethink their beverage choices.”

Did you know?

If you usually drink one 20-ounce soda each day and you replace that soda with a diet soda, water or another zero-calorie beverage and don’t make any other changes to your usual dietary intake, you can lose about 25 pounds in a year.
Cone Health is a pilot site for new technology that is reducing the amount of time patients with implanted pacemakers or defibrillators have to spend in the emergency room.

With Medtronic’s Carelink Express, whenever a patient with a Medtronic device has a problem, he or she can come to the emergency room where the device will be scanned and the data transmitted to the manufacturer. The information can be read and, if there is a problem, the results can be forwarded to the electrophysiologist for review. The electrophysiologist could then discuss the patient’s course of treatment with the emergency room physician.

Previously, if a problem occurred, a technician had to be called to come in and download the material. Depending on how far away the technician was when the call came in, the patient could wait for a couple hours in the emergency room.

In many cases, the data determines whether the patient will be admitted or sent home.

The technology works well for LeBauer HeartCare cardiac electrophysiologists Steven Klein, MD, James Allred, MD, and Gregg Taylor, MD, who can examine the data remotely on laptops or iPads to see if there is a problem that needs their attention.

Previously, Klein says, he might not even see the data until the next day.

When the device is released nationwide in the next year, the implications are even greater, says Amber Seiler, Patient Care Liaison, LeBauer HeartCare. “If a patient is traveling in Florida, goes to the emergency room and gets his device checked through Carelink Express, the data is available on our website here in the office for review along with a notation of where the device was scanned,” Seiler says.

“There is great benefit in having a complete medical record in the outpatient setting.”

Cardiac patient Miranda Bridges likes having the Carelink Express equipment available. “It could take an hour to an hour and a half before,” she recalls. “I’d be waiting there, not knowing what’s going on. Now, in five minutes, the doctor has the information from my device. It’s much, much better.”
New heights in healthcare:
North Tower reaches halfway mark

Driving home from out of town the other day, I rounded a corner and was struck once again by the sudden view of our two large cranes rising above the Greensboro skyline. Just a few days later, I had a chance for a much closer view of our North Tower construction project – from atop the roof of Moses Cone Hospital. I have seen all the drawings and blueprints many times, but one thing really hit me as I stood there looking at the construction under way.

This building is BIG. It’s easy to see how the sprawling new tower will make a huge impact on our efforts to be a national healthcare leader.

In May, we will celebrate the midpoint of this largest building project in our history. Once our date has been confirmed, we will invite all staff, the community and the news media to a traditional “topping out” ceremony as we prepare for the last beam to be placed atop the structure.

Cone Health could not have reached this milestone without all our employees’ continued support, patience and teamwork during the construction phase. When the North Tower opens in June 2013, it will add more than 250,000 square feet of new space, including 96 private patient rooms on three new nursing units, 16 state-of-the-art operating rooms and a new Emergency Department.

It marks the latest investment in our decade-long $500 million commitment to the delivery of top-quality, high-tech exceptional patient care. You can see this commitment through other projects, including our recent Cone Health Cancer Center expansion; our new Emergency Department under construction at Wesley Long Hospital; our launch of Cone HealthLink, a new, best-in-class electronic medical records system; and many other projects aimed at better serving and caring for our patients. We are privileged to be one of the few organizations building and investing in these difficult times, and we take that responsibility to our community’s healthcare and the local economy very seriously.

So as you view the North Tower in progress – either from up close or from afar – I hope you take pride in it, as I do. It is a tangible sign of our commitment to this community and the latest example of how, together, we are building our Network for Exceptional Care!

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Welcome to our new physician practices

The practice of Charles Lomax, MD, joined the Cone Physician Network effective March 11.


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Teams forming for Heart & Stroke Walk

There is a familiar face heading up this year’s Greater Guilford Heart & Stroke Walk – Terry Akin, Chief Operating Officer, Cone Health. And he’s encouraging all Cone Health employees to get involved in the May 19 event at Country Park.

“Cone Health will be stepping out and leading the way locally in the fight against heart disease and stroke, our nation’s No. 1 and No. 4 killers,” Akin says. “We are sponsoring the Heart Walk, which will raise hundreds of thousands of dollars to support the research and education work of the American Heart Association.

“Efforts like this one clearly show our commitment to being this community’s Network for Exceptional Care.”

There are many ways to participate – as a team captain, a walker or a supporter.

“Consider getting involved through signing up to walk on the day of the event or making a donation in honor of someone you love who has been affected by heart disease or stroke,” Akin says.

More information is available by contacting Rich Lundy, Vice President, Cone Health Heart and Vascular Center and Imaging Services, at rich.lundy@conehealth.com or Sheryl Booth, Director, Cath Lab, The Moses H. Cone Memorial Hospital, at sheryl.booth@conehealth.com.

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Pat Ore celebrates 50 years with Cone Health

Pat Ore, Coder, Annie Penn Hospital, processes hundreds of forms each day, working her way through pages of data to pick the exact patient diagnosis and then precisely key in the information to ensure payment for services.

She has done work like this for 50 years, a singular achievement that will be recognized during the annual employee service awards banquet.

Ore is a walking treasure trove of history about medical care in Reidsville. She also never hesitates to take on a new challenge.

At a point in her career when one might expect her to be reluctant to tackle a new project like Cone HealthLink, she is quickly learning the intricacies of an electronic medical records system designed to improve patient care.

Ore joined Annie Penn Hospital in 1961, shortly after graduation from high school and a short stint at Jefferson Standard. She was initially responsible for the birth certificates, transcription of physician notes, filing, assembling patient charts and whatever else was needed.

She became interested in medical records and jumped at an opportunity to take a correspondence course to gain her certification as what is now a Registered Health Information Technician.

Back then, there was no such thing as an intensive care unit, the hospital was racially segregated and the Emergency Department was tiny, treating mostly cuts or fractures.

The technology was quite a bit different, too. She learned to type on a manual typewriter in high school but was thrilled to have an electric typewriter when she came to Annie Penn Hospital. She was more excited when she heard she was going to work on a computer.

“[I took classes at night on my own time to learn about them],” recalls the grandmother of nine and great-grandmother of four. Now, Ore has been part of the initial Cone HealthLink Go Live in early February because of her work coding Emergency Department records.

She is quick to add that Cone HealthLink is a learning game for everybody, depending on their job. “I don’t mind learning new things. IDX was a big change for us initially.

“I feel comfortable with Cone HealthLink now,” she says. “I think it will be good.”

The lure of medical work captured two of the three children that she and husband David raised. Her daughter, Pam Paschall, Patient Accounting Specialist, celebrated her 30th anniversary with Cone Health last year. Daughter Suzanne Jones worked as a certified nursing assistant at Annie Penn Hospital while she trained to be an occupational therapist. Even her grandson Jay Paschall caught the medical “bug” – he is a Clerical Assistant in Patient Accounting.

The 2011 Evening with the Stars service award program will be held on April 26 at the Koury Convention Center. Annie Penn Hospital will honor its service award winners on May 2 at Pennrose Park Country Club.
Service award winners marking 40+ years

50 years
Patricia Ore, Coder, Health Information Management, Annie Penn Hospital

45 years
Mary Basham, Admission Services Associate, Admitting, Wesley Long Hospital
Cynthia Hall, Rehabilitation Technician, Acute Rehabilitation, Wesley Long Hospital
Christine Chrisco, RN, Emergency Department, The Moses H. Cone Memorial Hospital

40 years
Vicki Lassiter, RN, Emergency Room, Annie Penn Hospital
Dorinda Witty, RN, Operating Room, Wesley Long Hospital
Linda Jobe, Assistant Director, Post Anesthesia Care Unit, Wesley Long Hospital
Susan Kincaid, RN, GI Lab/Endoscopy, Wesley Long Hospital
Betty Martin, Nursing Secretary/Monitor Tech, Unit 300, Annie Penn Hospital
Lelia Moore, Coordinator, Congregational Nurse Program
Linda Bass, RN, Medical/Surgical ICU, Moses Cone Hospital
Cynthia Michael, RN, Short Stay Center, Moses Cone Hospital
Elizabeth Young, Outpatient Nuclear Med Tech, Moses Cone Hospital

It’s all about U

Two members of the Organizational Development department – Chris Wilson, Performance Coach, and Jani Goldberg, Manager – presented a leadership skills seminar titled “Have the Brass to be World Class” at the fall conference of the North Carolina Association of Healthcare Access Management. They have been invited back to present at the spring event.

Holly Garrigan, Physical Therapist, Acute Rehabilitation, Moses Cone Hospital, has received the University of North Carolina's Outstanding Clinical Instructor Award. She received the award during the 2012 Carolina Clinical Education Consortium Annual Conference. During the presentation, Garrigan was commended for her work with students and faculty. “Our students have repeatedly commented on your excellent clinical skills, your empathetic nature towards your clients, and your outstanding teaching and mentoring skills,” the presenter noted.

Save the date

Cone Health Week, formerly known as Hospital Week, will be held May 14-17. More details will be in the May issue of codeU, but plan to celebrate during the week at these locations:
- May 14 Behavioral Health Hospital, 2-4:30 p.m.
- May 15 Women’s Hospital, 2-4:30 p.m.
- May 16 Annie Penn Hospital and Wesley Long Hospital – 2-4:30 p.m.
- May 17 The Moses H. Cone Memorial Hospital – 2-4:30 p.m.

More information will also be announced regarding celebrations at MedCenter High Point and MedCenter Kernersville as well as at physician practices.
For your continuing professional development

These accredited continuing education and training programs are designed to meet the needs of health and human service professionals throughout Cone Health.

UPCOMING PROGRAMS

Go to gahec.org or call 832-8025 for more information or to register.

April 12  Geriatric Nursing Care for Nurse Managers  The Moses H. Cone Memorial Hospital, Rooms 0029-0031
April 13  The Three Instincts Workshop: Using the Enneagram to Create Balance in Life and Harmony in Relationships  Wesley Long Hospital, Classroom 1
April 14  60th Anniversary University of North Carolina Eye Symposium  UNC Kenan-Flagler Business School, Rizzo Center, Chapel Hill
April 17  The 11th Annual Key Issues in Trauma Management Conference  Embassy Suites Ballroom, 204 Centreport Drive
* Special Cone Health employee rate
April 17  The John Lusk Cone Health Inaugural Oncology Symposium  Cone Health Cancer Center
April 17  Fourth Annual Risk Management Symposium: Enhancing Patient Safety Through Effective Communication  Cone Health Cancer Center
April 27  Spring Ethics Workshop: Will You Be My Friend? How Technology Has Altered Professional Boundaries in the 21st Century  Moses Cone Hospital, Room 0030
May 3  Wound Symposia: 2012  Moses Cone Hospital, Rooms 0029-0031
May 7  HIV Care in 2012: Trends in Clinical Care and Caring for Vulnerable Populations  The William and Ida Friday Center, Chapel Hill

Great 100 Tea

Past recipients of the Great 100 award gathered at Wesley Long Hospital for a tea in March to discuss the nomination process for this year’s statewide award. Nominations are due to The Great 100 by April 15. Getting refreshments were (from left) Tara Dark, RN, Intermediate/Urology, Wesley Long Hospital; Mary Anne Amos, RN, Director, Intermediate/Urology, Wesley Long Hospital; and Sophia Pickett, RN, Assistant Director, Intermediate/Urology, Wesley Long Hospital. Attendees included (right picture, from left) Sue Pedaline, Vice President of Nursing and Patient Services, Women’s Hospital; Tanya Corbitt, RN, Women’s Nursing Unit, Women’s Hospital; and Sherry Bolen, RN, Medical Surgical ICU, Women’s Hospital.
Each summer, more than 100 area teens learn firsthand through the Teen Volunteer Program at The Moses H. Cone Memorial Hospital what it is like to work in healthcare-related careers.

Approximately 60 percent of the departments at Moses Cone Hospital participate in the program. Teens receive at least one assignment for the duration of their seven-week program. The assignment, which is tailored to the needs of both the student and the assigned department, can include working in the gift shop, in nursing units or in the hospital pharmacy. Others may find themselves prepping rooms in surgical areas. A select few also have a chance to watch surgeries.

“Many hospitals across the country are moving away from programs like this,” says Bob Bessey, Director, Volunteer Services, Moses Cone Hospital and Wesley Long Hospital, “but if you pick the right kids and give the right guidance, it can be a great situation.”

In addition to valuable on-the-job experience, teen volunteers are eligible for an educational scholarship that is presented annually.

Last year’s winner, Kristen Coble, studies nursing at the University of North Carolina at Greensboro. Coble credits the Teen Volunteer Program with helping her recognize her healthcare career goals. “I knew I was interested in a career in the medical field,” she says. “I came to Moses Cone Hospital because I knew they were one of the best!”

In addition to Moses Cone Hospital, volunteer opportunities exist for teens on the campuses of Wesley Long Hospital, Annie Penn Hospital and MedCenter High Point.
Demonstrating our values

Throughout the Cone Health network, there are amazing examples of how individuals and groups are making a difference in the lives of patients, each other and our communities. This occasional feature is designed to highlight some of those efforts.

Volunteer Services
Women's Hospital

Ginger Penley, Director, Volunteer Services, reports that her department was able to help a grandmother and a 3-year-old creatively solve a problem. The grandmother called Volunteer Services and told Michelle Still, Office Coordinator, that she had been working with her granddaughter to give up her pacifiers. One of the ploys the grandmother used was that the child could “donate” her favorite pacifiers to a baby who needed them at Women’s Hospital since the granddaughter had been born there.

Still met the grandmother and youngster in the lobby at Women’s Hospital to accept the prized donations. She gave the child a baby cap for one of her favorite dolls and thanked her for her generosity.

Everyone left with smiles, Penley says.

Inpatient Oncology and Palliative Care
Wesley Long Hospital

Nurses wanted their patients’ family members to have a comfortable, stress-free retreat. To create this peaceful haven, the staff converted a consultation room into a serenity room.

“It has been tastefully decorated with new furniture, artwork, a small fountain and a rug,” says Jean Wolf, Assistant Director. “So often a family member is overwrought and distressed. Rather than have to traipse through the hallway to the family room where there may not be privacy, this room is available to them right in the department.”

Comfortable furniture and accessories provide a peaceful haven for families.

Annie Penn Hospital
Unit 300

Tora Simpson, Assistant Director, Unit 300, was rounding when she visited with a patient and his wife. The patient told her he had been in and out of the hospital over the past three years. He said when he walked into the Emergency Department, he felt an immediate change for the better in the hospital’s atmosphere. He and his wife were very complimentary of Brian Cook, MD, and also of the staff in Radiology.

“He told me, ‘I see the same faces, but different attitudes,’” Simpson says. “The patient had not eaten for several days before he was admitted, but he said that when he took the cover off his food tray to see what it was, ‘The aroma of the food gave me an appetite…this food is out of sight.’”

Simpson said the patient shared that his wife never leaves his side, but he knew that he could not afford to buy her take-out food. When the patient advocate stopped by to see him, she asked if his wife had had anything to eat. When she heard of the situation, Sabrina Howard, Patient Advocate, Dietary Services, made sure that the patient’s wife got a tray and was comfortable.

The patient told Simpson he wanted everyone to know what a wonderful staff Annie Penn Hospital has.
March for Babies set April 28

The Greensboro March for Babies is set April 28 at NewBridge Bank Park, 408 Bellemade Street. Onsite registration begins at 8:30 a.m., and the walk begins at 10 a.m.

The event is part of the March of Dimes’ campaign to raise money to support research, advocacy, education and community service.

Women's Hospital team captains include Letitia Elks, RN, Assistant Director, Birthing Suites; Sharon Johnson, Director, Physician Office Management; Susan Jones, RN, Assistant Director, Neonatal Intensive Care Unit; Beth Smith, RN, Director, Mother/Baby; and Erika Thornton, Supervisor, Materials Management.

More information is available online at marchforbabies.org or by calling 231-3766.

Departments seek food for hungry children

Staff members from the Antenatal and Birthing Suites departments at Women’s Hospital have joined a community service project designed to provide food for needy children and their families.

The departments are joining the Out of the Garden Project that provides weekend meals for more than 600 children in the community who receive free and reduced price lunches during the week. The food is packed in backpacks for the children to take home on Fridays to feed them and their families. The organization serves more than 30 schools in Greensboro and the surrounding communities.

Letitia Elks, RN, Assistant Director, Birthing Suites and Antenatal, says collection boxes are located in the Antenatal, Birthing Suites, Maternity Admissions and Executive Office areas at Women’s Hospital. Employees are encouraged to donate food products that a family would enjoy at home over a weekend. Suggestions include peanut butter, pasta, pasta sauce, soup, canned fruit, canned vegetables or beans, canned chicken or tuna, cereal, macaroni and cheese, granola bars, instant oatmeal or grits, and crackers. Glass containers cannot be accepted.

Donations will be accepted through April 15.

Cone Share Scorecard (Year to Date)

<table>
<thead>
<tr>
<th>Goal Area</th>
<th>YTD January Results</th>
<th>Goal Not Met</th>
<th>Goal Met at Lower “Threshold”</th>
<th>Goal Met at Higher “Target”</th>
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<tbody>
<tr>
<td>FINANCE GOAL</td>
<td>Operating Surplus must be at least $600,000 for any bonus to be paid.</td>
<td>$507,089</td>
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<tr>
<td>QUALITY GOAL</td>
<td>Total Hospital Aquired Infections* (Goal - .61 infections per 1,000 patient days)</td>
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<tr>
<td>PATIENT SATISFACTION GOAL</td>
<td>Inpatient Experience Percentile Rank - YTD (Goal - 70)</td>
<td>66</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

For the Cone Share bonus to be paid, operating surplus must be at least $600,000. Half of that year-end surplus will be shared equally among approximately 8,000 employees. The complete bonus will be paid if both the quality and patient satisfaction goals are met. Half the bonus will be paid if only one of the quality or patient satisfaction goals is met.

Our goals are higher for Fiscal Year 2012 as we seek to provide even higher quality and better service to our patients and families.

All information is year-to-date and could change by the end of the fiscal year.

* Hospital-Acquired Infection (HAI) includes MRSA, ventilator-associated pneumonia, central line-associated bloodstream infection, catheter-associated urinary tract infection and surgical site infection.
The pharmacy at Cone Health MedCenter High Point is now open, serving both employees as well as patients who receive care at the facility. Brian Romig, Vice President, Clinical Support Services/Supply Chain, was there for the opening on March 8. “I’m excited about this second location and pleased that employees and their dependents will be able to take advantage of this location. I’m equally excited that we are able to offer this service to our patients,” Romig said.

The first Outpatient Pharmacy, located on The Moses H. Cone Memorial Hospital campus, opened in 2009 and has experienced a 25 percent growth since 2011.

“There’s no doubt this is a popular benefit offering tremendous savings to our employees,” Romig said. “For Fiscal Year 2011, the Outpatient Pharmacy saved Cone Health $1.9 million as the result of price savings and quality/utilization improvements. I am very pleased that our employees are experiencing significant quality improvements by enrolling in our diabetes management program and saving thousands of dollars per year on copays.”

Kim Portis, PharmD, is Pharmacy Operations Coordinator at MedCenter High Point.

MedCenter High Point pharmacy opens

Pharmacy use by the numbers

During January and February 2012:

12,926 The average number of people covered in Cone Health’s health plans.

4,951 The number of plan members who had a prescription filled (38.3 percent).

11,358 The average number of monthly prescription claims filed.

52.9% The percent of total prescriptions that were filled at the Outpatient Pharmacy.

62.6% The percentage of claims dollars paid by the Outpatient Pharmacy.

$665,000 The amount Cone Health pays per month on prescription claims.

$180,000 The average amount employees spend on copays.

72.8% The percentage of claims that were generic.

Numbers provided by John Konicek, Director, Human Resources

The MedCenter High Point pharmacy, located at 2630 Willard Dairy Road, is open 7:30 a.m. to 7:30 p.m. Monday through Friday. Use the main entrance; the pharmacy is located beside the Emergency Department. For more information, call 884-3838.
After presenting at the American College of Sports Medicine (ACSM) Team Physician Course earlier this year, Bert Fields, MD, has been chosen by the group to head its annual international team physician course in South Africa.

Each year the ACSM chooses one faculty member nationally to head a course in another country to highlight advances in sports medicine as practiced in the United States. Fields will lead a delegation of four sports medicine orthopedists and primary care physicians to South Africa in mid-October.

Fields’ program will focus on both surgical and non-surgical treatments of injuries. Some of the specific areas covered will be running injuries, biomechanics and gait analysis.

“This is a nice reflection of the cutting edge work being done at Cone Health,” Fields says, “and a testament to our system being on the forefront of new therapies.”

Bert Fields, MD, to lead international team physician course

Once again Cone Health will sponsor the Greensboro Grasshoppers’ Family Sunday Funday series. The Sunday afternoon events will focus attention on the exceptional services Cone Health offers.

If you’d like to cheer on Cone Health team members, here is the summer schedule:
• April 8 – Imaging Services at Women’s Hospital.
• April 22 – Endoscopy.
• May 6 – Nutrition and Diabetes Management Center.
• May 20 – Stroke Center.
• June 10 – MedCenter Kernersville.
• June 17 – Acute Rehabilitation Center.
• July 1 – CareLink.
• July 15 – LeBauer HeartCare.
• July 29 – Outpatient Rehabilitation Center.
• Aug. 5 – Cone Health Cancer Center.
• Aug. 19 – Clinical Performance Improvement Team-Orthopedics.

For more information on Grasshopper games, visit gsohoppers.com.

Cone Health heads out to the ball field

Photo IDs now required when picking up certain medications

A new state law now requires the presentation of a valid photo identification card prior to dispensing any new or refill Schedule II or Schedule III prescriptions.

The new law affects everyone picking up medications at the community/retail pharmacy level, including all Cone Health Outpatient Pharmacies. The law, however, does not require the person picking up the medication to be the person for whom the medication is prescribed.

Pharmacists at the Cone Health Outpatient Pharmacies are requesting valid photo IDs to ensure compliance with this new law.

Hospital-issued photo IDs are not acceptable.

Valid photo IDs that are acceptable include:
• Driver’s license (including out-of-state).
• Special identification card issued by the NC Department of Transportation, Division of Motor Vehicles.
• Military identification.
• Passport.

The pharmacy also will require information for documentation:
• Name of person picking up prescription.
• Type of photo ID.
• Photo ID number.

Medications that will now require photo ID prior to dispensing include:
• All Schedule II medications (i.e. Oxycontin, Ritalin, Vyvanse).
• Certain Schedule III medications.

Additional information about the new law can be found on the North Carolina Board of Pharmacy website – www.ncbop.org/faqs/PhotoIDFAQ.pdf.

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Annie Penn Hospital celebrates VAP-free status

Annie Penn Hospital celebrated six years with no incidence of ventilator associated pneumonia (VAP) in March with refreshments and a brief presentation highlighting the accomplishment.

Mona Easter, RN, Director, ICU/Unit 300, explained that VAP is a condition caused by bacteria entering a patient’s lungs via a ventilator tube. Each VAP case compromises the patient’s health and increases the cost of care. It is estimated that by being VAP-free, Annie Penn Hospital has saved 53 lives and more than $5 million in healthcare costs.

Nationally, there is an average of 35 VAP cases per 1,000 ventilator hours. During the past six years, Annie Penn Hospital patients have experienced 4,500 ventilator hours, which statistically could have resulted in 128 VAP cases.

“We have a strict process that every nurse follows to help prevent VAP,” Easter says. “Our VAP celebration was a way to recognize this outstanding accomplishment and the dedication of each of our staff members to providing our patients with exceptional care.”

Volunteers to be honored for work

Volunteers throughout the Cone Health network will be recognized during April as part of the annual salute to the people who donate thousands of hours each year and help provide exceptional care.

The Moses H. Cone Memorial Hospital

Moses Cone Hospital and Wesley Long Hospital volunteers will be recognized during a Volunteer Day on April 12, according to Bob Bessey, Director, Volunteer Services.

Following a breakfast at First Baptist Church, volunteers will have their choice of several activities, including a round of golf, an excursion via bus to Seagrove or staying at the church to play cards, Bingo and other games. The day will conclude with an early evening social with refreshments and entertainment.

The Moses Cone Hospital and Wesley Long Hospital volunteers contributed in excess of 62,000 hours of service during fiscal year 2011. Thirty-four volunteers with the two organizations will celebrate 20 or more years of service during the October annual meeting.

Women’s Hospital

Women’s Hospital volunteers will be recognized for their dedication during a luncheon April 24 at the Proximity Hotel. According to Ginger Penley, Director, Volunteer Services, volunteers contributed more than 40,200 service hours during the past year. Volunteers to be recognized include Margaret Nichols, who will receive her 35-year service pin, and Rita Campbell and June Trocano, who each will receive 15-year service pins.

Annie Penn Hospital

Annie Penn Hospital will honor its 92 adult volunteers and interns with several events the week of April 22-28. Sharon Troxler, Director, Volunteer Services, says a recognition and awards luncheon will be held at The Belmont House in Reidsville on April 24. This year’s luncheon theme is Annie Penn Hospital Volunteers: Love in Action. The 2012 “Annie’s Spirit Winner” will be announced and will be serenaded by Hailey Best, the current Miss North Carolina.

On April 27, the volunteers will be treated to a group outing, traveling to Chapel Hill to have lunch at the Weathervane restaurant, followed by shopping at A Southern Season. The volunteers will end the day at the Maple View Dairy Country Store in Hillsborough, where they will be treated to homemade ice cream before the trip back to Reidsville.
Thank you notes

Periodically, codeU will publish letters of thanks from patients, visitors, employees or others. Many of these letters exemplify employees living our mission: “We serve our communities by preventing illness, restoring health and providing comfort, through exceptional people delivering exceptional care.”

My brother-in-law had major brain surgery, lapsed into a coma and was a patient in Department 3100-Neurology for over a week. He went to the Hospice unit on Feb. 17 and passed away the next evening. I just want to personally let you know what a wonderful, caring staff you have on 3100. Paul Summerell, Amy Lomax and Gregory Calone were three of his nurses. They kept the family informed, were very compassionate and sensitive to the situation, and absolutely babied my brother-in-law.

It was a nightmare of a situation, and the only bright spot was the staff on 3100. My father-in-law was comforted by Paul, my sister-in-law was able to ask Amy anything at all and got a full, detailed answer with a cheery, positive attitude. Gregory was asked to shave my brother-in-law before we had to take him off the vent, and he was so willing and careful when he did it.

I know how busy all three nurses were, and they all took time with our family. They made all of us feel as if we were the most important family group. I also saw this attitude with other families who had patients there, too. They were all a great blessing, and I was so very proud of them all.

Debbie Shelton
Coordinator, Human Resources

Having worked for Cone Health, having been a patient here and having had several friends and family as patients here, I must commend the exceptional care and service I saw in action by one of your nurses, Debra P. Scales, RN, Department 5500 – Medical/Telemetry.

One of my good friends was hospitalized and, with several complications occurring all at one time from the flu, the processing of information was overwhelming. At one point he asked his doctor for further explanation on a procedure. The doctor came in to describe what he needed and why. This was enough for him, but Debra went the extra mile to follow up with him and make sure he understood. She provided the most exemplary level of explanation and patient care to my friend that I have ever witnessed at Moses Cone Hospital. She spent a solid 15-20 minutes describing to him exactly what he was experiencing. She physically “acted out” a description of how hard he was fighting, comparing his lymph nodes to football players who were gathering strength and lining up for an offensive attack. It was great! And so helpful. At the end of a very long day for my friend, she made a difference in him finding peace and strength to face challenges during his hospital stay. Debra is exceptional.

Polly Anton

A heart for our community

As part of its continuing effort to provide automatic external defibrillators (AEDs) to the community, Cone Health Heart and Vascular Center has donated defibrillators to the Piedmont Tennis Center in Greensboro and Kopper Top Life Learning Center Therapeutic Riding Facility in Liberty. Cone Health has placed 50 of these life-saving devices throughout the Piedmont Triad over the past two years.
Homelessness is always difficult, but it is particularly hard when you are a 70-year-old woman with mental health issues. Such was the case for a woman who has been known to the Greensboro community for more than 20 years. While the client tried to manage her own affairs, she was often unsuccessful. Her monthly Supplemental Security Income (SSI) check provided resources for a motel room and food for about a week, but then she was back on the streets or in a shelter. In 2011, she was admitted to Cone Health Behavioral Health Hospital five times after threatening suicide. Life has been a revolving door for this individual for a long time.

About a year ago, Brenda Gregory, RN, Congregational Nurse Program, began a professional relationship with this individual at the Interactive Resource Center (IRC), a day center for the homeless. The woman refused all efforts for therapeutic interventions offered by Gregory and the Congregational Social Work Education Initiative students.

When the client was again admitted to the Behavioral Health Hospital in January, Gregory called Lelia Moore, RN, Coordinator, Congregational Nurse Program, to ask what could be done to help this client and break this cycle of readmissions. Brenda knew when this woman was discharged, she would not be eligible to go back into the shelters and would be on the streets in the cold with no money.

While the client was hospitalized, a multidisciplinary team met. The team was composed of Marieda Grossman-Orr, Clinical Social Worker, Inpatient Adult Services, Behavioral Health Hospital; Hope Rife, Director, Social Work, Cone Health; Gregory; Moore; Fran Pearson, Director, UNCG Congregational Social Work Education Initiative Program; Theresa Hicks, Coordinator, IRC Housing; and Dasha Herbin, New Progressions Care Manager.

The following action plan was put in place:
- A 30-day guaranteed placement at an assisted living facility while working on housing and community wraparound services. A taxi voucher was also provided.
- Thirty days of medications for the client while at the assisted living facility.
- Contact would be maintained while the client was at the facility to help coordinate the discharge planning with medical and social work support.
- Housing options for the individual when she was discharged.
- Outpatient mental health services with assessment and treatment plans for the client.

The homeless woman was admitted to an assisted living facility in January and stayed for the 30-day placement. At discharge, the team had accomplished the following on the client’s behalf:
- The client now has a North Carolina identification card.
- Medicaid has been transferred from Virginia to North Carolina.
- New Progressions is actively involved in her mental health assessment, treatment and medications.
- Efforts are under way to get her SSI monthly check transferred to a secure site.
- The client moved into an apartment secured by IRC on March 9.
- Gregory and the UNCG social work students are maintaining a professional relationship with the client in helping her develop positive life skills.

Moore says this interdisciplinary approach to a complex client issue truly demonstrates a powerful Measure of Magnet example that required a holistic approach to achieve a successful outcome.
ACC mascots invade Moses Cone Hospital

The Moses H. Cone Memorial Hospital had some March Madness of its own when eight of the 12 Atlantic Coast Conference mascots visited during the ACC Women's Tournament. The mascots posed for photographs, signed autographs and spent time with children in the Pediatrics department as well as in the Atrium with children from Children's Corner. The mascot visit was part of an outreach initiative for the 2012 ACC Women's Basketball Tournament.
New Wesley Long Hospital Emergency Department takes shape

A mild winter has helped construction of the new Wesley Long Hospital Emergency Department progress quickly.

During a recent Town Hall meeting, Paul Jeffrey, President, Wesley Long Hospital, unveiled the architect’s renderings of the new Emergency Department. The 49-room Emergency Department is expected to be complete by the end of August with a grand opening soon afterward.

The facility’s design allows patients more privacy and comfort during their stay. The building will contain 28,000 square feet of space, including a Clinical Decision Unit and a Psychiatric Unit.

Construction began in October on the $18 million facility.

**Topping out of the North Tower**

Work continues on the North Tower at The Moses H. Cone Memorial Hospital. Topping out – when the last beam is placed at the top of the building – is on schedule for early May.

The North Tower is the largest expansion in Cone Health’s history, adding more than 250,000 square feet of new space. Completion date is expected mid-2013.

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**Building the North Tower**

The cranes looming above the North Tower construction site at The Moses H. Cone Memorial Hospital can be seen from a great distance. Ever wonder what they are doing?

- There are two tower cranes that work together on the construction site. They are different heights so they don’t collide.
- One of the tower cranes is 180 feet tall and the long, horizontal jib (the part of the crane that carries the load) is 262 feet long – almost as long as a football field. The other tower crane is 140 feet tall with a 246-foot jib.
- The cranes can lift around 22 tons (44,000 pounds) near the tower and approximately 2.5 tons (5,000 pounds) at the end of the jib.
- The cranes are each attached to bases in the ground built with nearly 429,000 pounds of concrete.

The North Tower structure is made primarily of concrete rather than steel. The largest single concrete pour to date was on Jan. 18, when 800 cubic yards was poured. That’s more than 3 million pounds of concrete. Workers started pumping concrete at midnight on Jan. 18, and all of it was in place by 7:45 a.m. A full concrete truck was unloaded every 5 minutes during the pour.
As part of Cone Health’s strategy to provide superior healthcare, David Joslin, MD, has been named systemwide Director of Anesthesia Services. Joslin practices with American Anesthesiology of the Southeast in Greensboro. Joslin is responsible for:

- Planning, directing and supervising all activities of the service throughout the network.
- Evaluating the quality and appropriateness of the anesthesia services provided to patients as part of the hospital’s Quality Alliance Performance Indicator’s program.

Anesthesia services also includes any practices of analgesia (using a medication to provide relief of pain) or moderate sedation. This means that if a patient receives a form of moderate sedation on a nursing unit, certain things must be in place to ensure the patient is receiving exceptional care.

This information was provided by Accreditation Services.

Join Team Cone Health; cycle in the Tour to Tanglewood

If you like cardiovascular exercise, hanging out with folks from work and raising money for a good cause, Cone Health’s cycling team may be just the ticket.

One of the highlights of the year is the annual Multiple Sclerosis Society’s Tour to Tanglewood. Over the last three years, Team Cone Health has put in more than 1,000 miles during training rides and the actual bike tour and raised more than $15,000 for the Carolina chapter of the National MS Society. The money is used for research and finding a cure for MS.

The team varies from novice, entry-level cyclists to those at an expert level. The group wants to recruit more riders. Participants do not have to be Cone Health employees.

“We ride as a team, constantly trying to encourage each other to do our best and set personal goals to achieve,” says Minh Pham, Clinical Pharmacist, The Moses H. Cone Memorial Hospital. “To join, you just need to have a passion for cycling and helping others.”

For more information, contact Pham at minh.pham@conehealth.com.

Lunch & Learns examine diversity in healthcare

As part of the observance of African-American History Month at Cone Health, a series of Lunch & Learns were held at each hospital campus to discuss diversity and disparities in healthcare.

Noel Burt, Executive Vice President, Administrative Services, reports that some incredible stories were shared as people spoke about how they have felt cared for and included at Cone Health.

“One employee shared the grief of losing a newborn at Women’s Hospital and how wonderfully she was embraced by the staff there. Another shared the story of her home burning down, and how her vice president (Brian Romig, Vice President, Clinical Support Services and Supply Chain) and the whole team reached out to her,” Burt says. “Another employee shared how she attended the Martin Luther King Jr. breakfast in Greensboro and was inspired to see Cone Health represented there.”

Burt added that when people spoke of not feeling included, it was usually because of how they were treated by co-workers – lack of respect, too little acknowledgement and not enough appreciation for front-line staff.

Participants also reported healthcare disparities they see in our communities. Some said:

- Patients lack access to care because of income or knowledge.
- When care is available, patients do not understand how to navigate the system.
- Patient education is often not provided in ways patients can understand.
- Lack of advocacy.
- Providers do not fully understand the patient’s culture and its impact on care.
- Patients often delay seeking care because of their culture and use of home remedies.
- Male patients delay or fail to seek care because they fear it will make them appear weak or less masculine.
- Patients fear retaliation if they ask questions or express their feelings.

Facilitators for the Lunch & Learn session included Ceresta Bryant, Employee Performance Manager, Human Resources; Mario Singleton, Director, Cone Health Cancer Center at Annie Penn Hospital; and Dennis Campbell II, Executive Director, Quality Excellence Initiative.

Information shared at the Lunch & Learn sessions will be reviewed by members of the Breakthrough team studying diversity and inclusiveness. (More information on the Breakthrough teams is on pages 10-13.)
Cancer Prevention and Treatment Series: Brain Tumors
Kyle Cabbell, MD, a neurosurgeon with Vanguard Brain & Spine Specialists, discusses signs, symptoms, diagnosis and treatment options for different types of brain tumors. Registration is required. Go to conehealth.com/classes or call 832-8000.
Monday, April 2, 6-7 p.m., Cone Health Cancer Center, Second-floor Auditorium

Smoking Cessation
Cone Health Cancer Center offers an eight-session program of smoking cessation classes to smokers 18 years of age or older. Registration is required. Register online at conehealth.com/classes or call 832-0838 for more information.
Tuesdays, April 10 through May 22, noon to 1:30 p.m., Cone Health Cancer Center, Second-floor Conference Room 2-037 (there is one Thursday class on May 3)

Fertility Challenges and Treatments
Tamer Yalcinkaya, MD, a reproductive endocrinology-infertility specialist with the Wake Forest Baptist Health Center for Reproductive Medicine, discusses the challenges some couples experience, advances in fertility treatment and available medical options. Registration is required. Go to conehealth.com/classes or call 832-8000.
Wednesday, April 11, 6:30-8 p.m., Women’s Hospital, Classrooms 1 and 2

Cervical Cancer Screenings
Free cervical cancer screenings are available to all women who have no insurance or cannot afford to see their regular physicians. Screening is open to women who are 21 years of age and older, who are currently or have been sexually active, have never had a Pap test or have not had a Pap test in the last two years. Registration is required. Call 832-8000.
Monday, April 16, 5:30-7:30 p.m., Cone Health Center for Women’s Healthcare at Stoney Creek, 945 Golf House Road West

Marvelous Multiples
A one-night class for parents expecting twins or triplets, this session will cover the differences in pregnancy, delivery, breastfeeding and recovery with a multiple birth. For first-time parents, a Birth and Baby series or Condensed Birth and Baby class is also recommended. Registration is required. Go to conehealth.com/classes or call 832-8000.
Wednesday, April 18, 7-9 p.m., Women’s Hospital Education Center

Exercise Your Way to Strong Bones
Sue Shaver, Physical Therapist, Cone Health Outpatient Rehabilitation Center at Kernersville, talks about osteoporosis and the importance of exercise. Registration is required. Go to conehealth.com/classes or call 832-8000.
Thursday, April 19, 6:30-7:30 p.m., Cone Health MedCenter Kernersville, 1635 NC 66 South, Health Education Conference Room

Gold Jewelry Sale
Women’s Hospital Volunteers will sponsor a gold jewelry sale with Gold Coast. Payroll deduction will be available for this sale in addition to cash or credit/debit payment.
Monday, April 23, 7:30 a.m.-4 p.m., Classrooms 1 and 2

Beating the Odds after Cardiac Arrest
A new therapy that lowers a patient’s body temperature is having dramatic results and saving the lives of those who experience sudden cardiac arrest. Speakers for this program include a patient; Dwayne Young, paramedic and manager with Guilford County Emergency Services; and Dan Feinstein, MD, Medical Director, Medical-Surgical Intensive Care Unit at The Moses H. Cone Memorial Hospital. Registration is required. Go to conehealth.com/classes or call 832-8000.
Thursday, April 26, 6:30-8 p.m., Moses Cone Hospital, AHEC, Rooms 0029-0031
Twenty-three Cone Health employees graduated from the Aspiring Leaders program after 12 months of classes and one-on-one mentoring. The program is a leadership development and succession program for employees who are not in leadership positions and are interested in becoming leaders. The program is designed to prepare individuals to contribute more broadly to the organization and to prepare them for front-line management roles.

Those who participated in the program were chosen from more than 100 applicants. According to Jami Goldberg, Manager, Organizational Development, each completed more than 40 hours of class time on a variety of developmental topics, including dealing with conflict, decision making and personality identification. The program focused on leadership skills related to the Cone Health Triple Aim Performance goals.

Aspiring Leaders graduates are (front row, from left) Sandy Allen, Noni Walker, Donna Salisbury, Walidah Muhammad, Marissa Long, Terri Couch, Helen Lee and (back row, from left) Donna Loring, Debra Milliken, Camellia Wood, April Green, Melissa Shearer, Charles Russell, Michelle Turner, Kim Councilman, Allison Causey, Julie Rakestraw, Jenny Eaves, Sherry McMillen, Kristen Soth, Ashley Olson and Vic Dimaguila.

Aspiring Leaders program celebrates graduates

Graduates

Alberta Allen, Receptionist, Dr. Bernard Marshall
Sandra Allen, CRNA, Anesthesiology, Wesley Long Hospital
Allison Causey, Assistant Director, ICU/Step-down, Wesley Long Hospital
Terri Couch, Accountant, Financial Services, The Moses H. Cone Memorial Hospital
Kim Councilman, RN, Supervisor, Cath Lab, Moses Cone Hospital
Victoriano Dimaguila, Systems Project Leader, Management Information Systems
Jenny Eaves, Exercise Physiologist, Cardiac Rehabilitation, Moses Cone Hospital
April Green, RN, Operating Room, Moses Cone Hospital
Helen Lee, RN, Medical Oncology, Cone Health Cancer Center
Marissa Long, RN, Intermediate/Urology, Wesley Long Hospital
Donna Loring, CMA Team Leader, Family Medicine Center
Sherri Wall McMillen, Marketing Specialist, Behavioral Health Hospital
Debra Milliken, Mental Health Tech, Inpatient Adult Services, Behavioral Health Hospital
Walidah Muhammad, Certified Nurse Midwife, Center for Women’s Healthcare, Women’s Hospital
Ashley Olson, RN, Post Anesthesia Care Unit, Women’s Hospital
Julie Rakestraw, Employee Performance Manager, Human Resources
Charles Russell, Master Mechanic, Plant Operations, Wesley Long Hospital
Donna Salisbury, Physical Therapist, Outpatient Rehabilitation at Guilford College
Melissa Shearer, Senior Planning Associate, Planning and Development
Kristen Soth, Rehabilitation Program Specialist, Neurorehabilitation Center
Michelle Turner, Clinical Pharmacist, Pharmacy, Moses Cone Hospital
Noni Walker, RN, Endoscopy, Annie Penn Hospital
Camellia Wood, Assistant Director, Operating Room, Women’s Hospital
**In brief**

**Noel Burt dons his dancing shoes to raise money for Operation Smile**

Noel Burt, Executive Vice President, Administrative Services, represented Cone Health at the fourth annual Dancing with the Carolina Stars fundraiser for Operation Smile’s Carolinas chapter. The event featured local celebrities or executives who paired up with professional dancers to raise awareness and funds to help children who were born with facial deformities. Cone Health bought a table for the banquet, and leaders helped by contributing nearly $6,000 to the cause. The event raised more than $150,000.

**Cone Health cardiac testing earns accreditation**

The Cone Health Heart and Vascular Center Echocardiography Laboratory has been accredited in the area of adult transthoracic echocardiography for three years by the Intersocietal Accreditation Commission (IAC). Echocardiography is a procedure often used to diagnose life-threatening heart disorders. Cardiovascular disease is the No. 1 killer of Americans. “Cone Health seeks to be a national leader in healthcare and having outside organizations such as the IAC accredit our programs is essential,” says Rich Lundy, Vice President, Heart and Vascular Services and Imaging Services. “People can be assured that we meet or exceed all national standards.”

**Cancer Center to host oncology symposium**

The John Lusk Cone Health Inaugural Oncology Symposium will provide an educational opportunity for healthcare professionals to gain knowledge about the current trends and treatment strategies for oncology patients. The daylong event will be held April 27 at the Cone Health Cancer Center.

Speakers will include Robert Murray, MD, Medical Director, Radiation Oncology, Cancer Center; Stacy Wentworth, MD, Radiation Oncologist, Cancer Center; Matthew Manning, MD, Radiation Oncologist, Cancer Center; Adam Peele, PharmD, Coordinator, Oncology Pharmacy Services, Cancer Center/Randolph Cancer Center; Zachary Swartz, MD, Medical Director, Rehabilitation Services, Cone Health; Juan-Carlos Monguillo, MD, Chief Medical Officer, Hospice and Palliative Care of Greensboro; Les Borden, MD, Urologist, Alliance Urology Specialists; and Kalsoom Khan, MD, Oncologist/Hematologist, Cancer Center. Register to attend at gahec.org.

**Becker’s Hospital Review recognizes Tim Rice**

Tim Rice, President and CEO, has been named to the list of “100 Non-Profit Hospital, Health System CEOs to Know” by Becker’s Hospital Review. According to Becker’s, the list is based on the leaders’ “healthcare experience, awards and involvement in the community.” The publication also notes that the leader’s organizations “have been recognized for superior clinical, financial and operational performance.”

**United Way campaign sets record at finish**

Karin Henderson, chair of Cone Health’s Legendary Giving, Legendary Care campaign for United Way, has announced the final fundraising total for the campaign was $605,267.82. Henderson, Nursing Service Director, The Moses H. Cone Memorial Hospital, says that physician gifts pushed the campaign to new levels. The campaign recently received the Spirit of North Carolina Award for Campaign Excellence from the United Way of North Carolina.
**Triple Aim Performance**

**Fiscal Year 2012 System Dashboard**

As of Jan. 31, 2012

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<tr>
<th>CATEGORY</th>
<th>INDICATORS</th>
<th>ACTUAL</th>
<th>2012 GOALS</th>
<th>GOAL MET?</th>
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<tbody>
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<td>Mortality</td>
<td>Risk-adjusted mortality index (RAMI) (1)</td>
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<td>Complications</td>
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<td>Hospital-Acquired Infection Rate per 1,000 Patient Days (1)</td>
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<tr>
<td></td>
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<td>98.0%</td>
</tr>
<tr>
<td></td>
<td>Pneumonia (3)</td>
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<td>Surgical Care Improvement Project (3)</td>
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<td>Patient Satisfaction</td>
<td>Inpatient Experience Percentile Rank (4)</td>
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<td></td>
<td>Emergency Department Experience Percentile Rank (4)</td>
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<tr>
<td>Physician Satisfaction</td>
<td>Physician Satisfaction Percentile Rank (5)</td>
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<tr>
<td>Employee Satisfaction</td>
<td>Employee Partnership Survey Percentile Rank (5)</td>
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<tr>
<td>Length of Stay</td>
<td>Average Length of Stay (6)</td>
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<td>Cost per Adjusted Discharge</td>
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(1) January - Fiscal Year to Date
(2) December - Fiscal Year to Date
(3) January - Fiscal Year to Date
(4) Rolling 3-month average as of December
(5) Updated Annually
(6) Rolling 3-month average. Target will change monthly, as documented in the budget.
(7) January - Fiscal Year to Date. Target will change monthly, as documented in the budget.
(8) January - Fiscal Year to Date. Target will change monthly, as documented in the budget.
Employee award winners recognized

Employee of the Month and Exceptional People Awards recognize employees who go above and beyond their normal job requirements and represent the values adopted by Cone Health.

The Moses H. Cone Memorial Hospital
Employee of the Month

Vergie “Faye” Walker
Rehabilitation Technician, Outpatient Rehabilitation
Nominated by: Shekethia Hester, Rehabilitation Technician, Outpatient Rehabilitation

Faye Walker received Employee of the Month for her efforts to save the life of a toddler who was choking. Walker and Hester were in the lobby of the Pediatrics area of the Outpatient Rehabilitation offices when they noticed a 19-month-old child fall while he was eating. When the mother picked the child up to comfort him, they realized he was choking. Walker and Hester told the receptionist to call a Code Blue and began working with the child to get the food dislodged. After the rescue, they took the mother and child to a quiet area to recover and helped clean the lobby.

EXCEPTIONAL PEOPLE
Ellen Flueckiger, RN, Emergency Services
Michael Kendrick, Security Officer, Security Services
Kelly Moon, RN, Emergency Services

Wesley Long Hospital
Employee of the Month

Karen Lockwood
RN, Intermediate/Urology
Nominated by: A patient’s family member

Karen Lockwood received Employee of the Month for ensuring the safety of a patient’s family member. A patient’s daughter was leaving the hospital in the dark at 5:30 a.m. when Lockwood was working. “Karen led me from 4 West out to the Emergency Department lot and then watched until I got to my car,” the daughter wrote. “Besides taking excellent care of my dad, she went ‘the extra mile’ for me, too.”

EXCEPTIONAL PEOPLE
Sara Beck, RN, Maternity Admissions
Trina Clinton, Nursing Tech/Nurse Secretary, Nursery
Rolitta Dawson, RN, Maternity Admissions
Paige Grady, RN, Adult ICU
Debbie Herbin, Environmental Services Tech, Environmental Services
Stephen Jones, Environmental Services Tech, Environmental Services
Carolyn Riley, Nursing Tech/Nurse Secretary, Women’s Unit
Amber Ward, Ultrasound Technician, Ultrasound
Christy Wicker, RN, Birthing Suites
Linda Zeyfang, RN, Outpatient Clinic

Women’s Hospital/Adequate Services Building
Employee of the Month

Lorinda Shaw
RN, Administrative Coordinator, Nursing Administration
Nominated by: Carolyn Riley, Nursing Tech/Nursing Secretary, Women’s Nursing Unit

Lorinda Shaw received Employee of the Month for providing exceptional service to a patient. Riley wrote that a post-surgical patient realized she was missing her bag of clothing shortly before she was to be discharged. The patient and her daughter were concerned because the patient’s coat was in the bag. After an extensive search, the bag was located, but the patient had already gone home. Shaw delivered the patient’s belongings to her on her way home from work that evening. “Lorinda really took an extra step to ensure that the patient got her coat and other items back in a timely manner,” Riley wrote.

EXCEPTIONAL PEOPLE
Tina Miller, RN, Intermediate/Urology
Theresa Riggs, RN, Intermediate/Urology

codeU
Health Services Division/Physician Network
Employee of the Month

Amy Burns, RN, Emergency Department, Cone Health MedCenter High Point
Nominated by: Karen Resh, RN, Director, Emergency Department

Amy Burns received Employee of the Month for her efforts to provide exceptional patient care. A patient arrived in the Emergency Department and was extremely anxious because it was her first time using the MedCenter. Resh said Burns was able to calm the patient and begin treatment. When Burns was cleaning the room, she noticed the patient had left her medications. Rather than trying to find someone to come back to the facility to pick them up, she decided to take them to her. “Amy remembered that the patient had mentioned she received Meals on Wheels, so Amy decided to stop by Harris Teeter on her way to pick up a few staples,” Resh wrote. “She shared her plan with other staff members and received money from Donna Trotter, RN, and Sarah Edwards, MD, and a box full of non-perishables from Karen Sofia, PA, who just happened to have items in her car that she planned to take to the food bank. Amy was able to purchase approximately $60 worth of groceries in addition to the box of canned goods and delivered them to the patient’s house. When she arrived, she even assisted the patient with putting the groceries away. Amy exemplified Cone Health Values of Caring for our Patients and Caring for Our Communities.”

Behavioral Health Hospital
Employee of the Month

Lindsay Roberts
Mental Health Technician, Inpatient Adult Services
Nominated by: JoAnn Glover, RN, Inpatient Adult Services

Lindsay Roberts received Employee of the Month for her efforts to provide exceptional care for every patient. “Lindsay is eager to accept any assignment given to her,” Glover wrote. “She is self-directed and has the ability to anticipate potential problems and find solutions. Over the last few weeks, our census and activity have been high. Wednesday night shift has needed the help of sitters, PRN employees and staff from other shifts. Lindsay has been a leader and role model, orienting and guiding these folks, making sure our patients receive exceptional care. She has taken on so many extra responsibilities and still ends her shift the way she started it – with a smile on her face.”

LeBauer HealthCare
Employee of the Month

Darlene Knight, Certified Medical Assistant, LeBauer HealthCare at High Point
Nominated by: Marjorie Farquhar, Registrar, LeBauer HealthCare at High Point

Darlene Knight received Employee of the Month because of the caring spirit shown to her co-worker. Farquhar said the office had been short-staffed for several weeks, and sometimes she was the only person to handle check-ins, check-out, schedule appointments and do referrals and faxes. “Darlene has been a God send,” Farquhar wrote. “She appears from time to time to make sure I am OK. She fills in for me at lunch and breaks. She does this without complaint and with a caring spirit for her co-worker/team member.”

Janice Paschal received Employee of the Month for enhancing the patient experience. Simpson wrote that Paschal passed out stuffed animals to ICU patients on Valentine’s Day. “Our patients really enjoyed the gift – one patient was actually holding his monkey like a baby. The staff in ICU told me that Janice does this all the time on holidays,” Simpson wrote.

What winners say

“Working for Cone Health allows me the opportunity to meet and work with a diverse group of people. I am passionate about helping others. My job allows me to do so on a regular basis.”

– Faye Walker

“It felt very bad to see our patient discharged without her belongings. When they were found the next day, I was very happy to ‘do the right thing’ and return them to her. To receive recognition for it makes it even sweeter. (Who doesn’t love happy endings?)”

– Lorinda Shaw
Joe Meador has been named Director, Performance Analysis, Financial Services. Meador was previously associate director of analytics at Wake Forest Baptist Health. He has a bachelor’s degree in music from Wake Forest University, a master’s degree in technology systems from East Carolina University and an MBA from Wake Forest University. He is a Six Sigma Black Belt.

Anne Brown has been named Director, Nursing/Patient Services, Wesley Long Hospital. Brown joined Cone Health in 1997 and has served as a nursing leader in the Medical ICU and Intermediate Care Unit at The Moses H. Cone Memorial Hospital. She has been director of Surgical ICU since 2007. She also has been heavily involved with the People Excellence initiative. She graduated with a bachelor’s degree in English from the University of Georgia. She earned her bachelor’s degree in nursing from the University of North Carolina at Greensboro, where she also earned her master’s in nursing. She holds certifications as a Progressive Care Certified Nurse, Certified Management Coach and a Six Sigma Green Belt.

Piloting new uniforms

The nurse secretaries/monitor techs in Department 4700-Congestive Heart Failure/Telemetry, The Moses H. Cone Memorial Hospital, are now wearing sage green uniform scrubs. The pilot program is designed to bring more professionalism to their roles and interactions with visitors and family members. Pictured (from left) are Nicole Perkins, Charlotte Scott, Monique Lawrence and Karen Shelton. The department also just began a “Wow Card” program that makes blank cards available for patient and families to write comments about their care or care provider. Six Wow Cards were returned in the first week and posted at the nurses’ station.

Management news
Patient Perception of Care – Percentile Rankings

Inpatient Percentile Rankings

These Press Ganey scores reflect the percentile rankings for Patient Perception of Care.

SELECTED OUTPATIENT PERCENTILE RANKINGS

EMERGENCY DEPARTMENT PERCENTILE RANKINGS
Co-workers organize bike ride to honor one of their own

Some Women’s Hospital employees are launching a bike ride fundraiser in memory of one of their co-workers, Melanie Payne. Melanie’s Ride for Hope is set for April 28 at Northeast Park in Gibsonville.

The event is designed to focus attention on ovarian, uterine and cervical cancers. All proceeds from the event benefit Cone Health Cancer Center specifically for patients battling gynecological cancers.

Payne, a neonatal nurse practitioner at Women’s Hospital, died from uterine cancer in December 2010.

Tim Bell, Respiratory Therapist, is organizing the event. Bell, an avid cyclist, and others who work in the Neonatal Intensive Care Unit are raising funds, securing sponsors, coordinating cycle routes, establishing ride-day safety support, finding volunteers and making the event as family friendly as possible.

“We have some fun planned for the whole family, including a toddler’s parade and ride-the-loop,” says Jenny Grayer, Neonatal Nurse Practitioner. “Of course a real favorite with the kids is always the bouncy moonwalk – we’ll have one of those, too.”

The team is working to enlist support for the event. Dee Tabb and Amanda Woods, Neonatal Nurse Practitioners, are seeking volunteers via Facebook and fliers posted in the cafeteria and the neonatal unit. Bell and co-coordinator Dale Brown, owner of Cycles de Oro, created a website where cyclists can register online.

Other members of the team include: Jerri Tripp, Respiratory Therapist; Amy Jobe, Research Associate/Data Manager, Neonatal Medicine; Heather Whitlock, RN Care Coordinator; Tina Hunsucker, RN, Director, Neonatal Services, Cindy Farrand, President; and Jo Andrews, Marketing Manager.

The ride consists of several routes varying in length from 19 miles to 69 miles so riders at any skill level can participate, Bell says. Registration begins at 7:30 a.m. The first ride starts at 9 a.m. Advance registration is $25 for individual riders and $35 for families. More information on the event is available at melaniesrideforhope.org or by emailing melaniesrideforhope@conehealth.com.

Read codeU Win a prize!

Each month, Marketing will draw five entries from the correct responses and award five free $6 meal tickets, valid at any Cone Health cafeteria.

The following employees won the contest in March:
Karen Clark, RN, Medical/Surgical ICU, The Moses H. Cone Memorial Hospital; Kevin Pettigrew, Facilities Manager, LeBauer HealthCare at Elam; Wanda Thomas, Med Tech, Cone Health Cancer Center Lab; Cynthia Bowden, Lab Tech, Moses Cone Hospital Lab-Histology; and Regina Breeze, Assistant Controller, LeBauer HealthCare.

This month’s quiz:
1. When is Cone Health Week?
2. What is the Out of the Garden Project collecting?
3. When is the Heart & Stroke Walk?
4. When is construction on the new Wesley Long Emergency Department supposed to be complete?
5. Name one of the 2012 Breakthrough Projects.

ANSWERS

1. 
2. 
3. 
4. 
5. 

Name
Department, Campus
Phone

ENTRY FORM

Send your entries via interoffice mail to Marketing, Administrative Services Building, by April 15. All correct entries will be placed into a random drawing, and five meal-ticket winners will be announced in the May newsletter. The contest is open to all Cone Health employees and volunteers. Marketing staff is not eligible. Previous winners are not eligible in the calendar year that they won.

Melanie worked for Cone Health her entire career as a registered nurse and neonatal nurse practitioner. A graduate of the University of North Carolina at Greensboro, she worked as a nurse in the Neonatal Intensive Care Unit before graduating from a Neonatal Nurse Practitioner Program. She joined the newly formed Neonatal Nurse Practitioners program at Women’s Hospital in 1989.

“Her humor, tenacity and high standards of practice were invaluable,” says Tina Hunsucker, RN, Director, Neonatal Services. “It was fun to work beside Melanie in our small office. She was smart, clever, friendly and perceptive.”

Payne died just four weeks after her diagnosis of Stage IV B uterine cancer. “We did not have a chance to say goodbye to her,” Hunsucker says. “She is sorely missed by our staff, and we are forever changed.”