It’s not too late to “make your mark” on the North Tower at The Moses H. Cone Memorial Hospital.

During an April 24 event, employees began writing their names and sentiments on the steel beam that will eventually sit atop the North Tower. The beam will be available for signing until May 7 on the Cone Health Heart and Vascular Center patio, and employees are encouraged to make their mark.

The April 24 “Make Your Mark on the North Tower” event celebrated the approaching mid-point of construction. Employees were invited to a short ceremony marking the occasion following by a signing of the beam.

Judy Schanel, President, The Moses H. Cone Memorial Hospital, noted that the North Tower is the largest project undertaken in the history of our health network. It is a project, she added, that will help us in our vision to be one of the top health systems in the nation.

“This represents a major expansion of our campus,” Schanel said. “When complete, it will provide private patient rooms, add 16 state-of-the-art operating rooms and a new emergency department – all to better serve our community.”

She added that the project will also incorporate many “green” features to protect our environment and our community.

“While this is the largest project we’ve ever tackled, it’s really just one of the many ways Cone Health is contributing to our community’s healthcare,” she said. For instance, in the last decade, Cone Health has invested time, effort and money in projects to serve the region.

continued, page 7
Spring is in the air… Make sure you’re dressed appropriately

As winter woolens give way to summer silks, remember that maintaining our professional image is important as we strive toward top decile performance. Here are a few reminders from the recently updated Dress Code Policy:

For all employees regardless of work area:

• Your badge must be worn above the waist at all times.
• Good personal hygiene must be maintained; avoid obvious and natural odors.
• White T-shirts are considered undergarments and cannot be worn as outerwear.
• Cleavage must be covered at all times.
• Pant styles must extend below the knee and be of a professional nature.
• Dresses and skirts are to be of a professional nature and no shorter than 2 inches above the knee.
• Flip flops are not allowed.

For employees who interact with patients, work in sterile product preparation or work in food processing:

• Tops with sleeves are required.
• A white knit/cotton shirt can be worn under a colored uniform top for coverage or warmth.
• No open-toe shoes (including Crocs with holes) are allowed. Open-heel shoes are allowed.
• Socks/hosiery (socks, full stockings or knee-high stockings) must be worn.

The entire Dress Code policy is on the Cone Health intranet at Departments/Human Resources/Policy and Procedure Updates.

MedLink promotes healthy lifestyles

MedLink offers a free Link to Wellness program to employees and their insured dependents on the Cone Health medical plan. This voluntary and confidential program promotes healthy lifestyles and can be especially useful for those who have pre-diabetes, diabetes, gestational diabetes, high blood pressure and high LDL cholesterol or those who want to have a healthy pregnancy.

Participation and meeting the program requirements can qualify members for health plan discounts and certain free medications.

More information on the Link to Wellness health management program is available from the For Employees section of conehealth.com or by calling 852-3871.

Help Wanted 2012

Healthcare

Progressive health network seeks information on which to build a better workplace.

Cone Health seeks more than 8,600 committed and engaged employees to help shape the environment in which they work. All candidates will be asked to take the 2012 Employee Engagement Survey between June 4 and June 25. All responses will be confidential. In fact, survey responses will go directly to Press Ganey, and the data returned to Cone Health will be aggregated by department/leader and not specific to any individual respondent. Help Cone Health help you. Get ready to apply for what could prove to be one of the most important exercises in Caring for Each Other you and your colleagues will experience this year.

Because of the ongoing Epic implementation, data for the Cone Share and Triple Aim Performance charts was not available at presstime.
Employees, values take center stage

Spring is here, and at Cone Health, that means many events to honor those who care for our patients, each other and our communities. I am always impressed by the level of your commitment, and I think we have some fun events planned to recognize your support of our organization and our patients.

Beginning on May 14, we will celebrate Cone Health Week (see page 9) with employee appreciation events throughout our network. We no longer call this “Hospital Week” because we are much more than acute-care hospitals now! Our mission, vision and values will take center stage at each of these events. Many of you are very familiar with these values and practice them daily. But if you need a refresher, study up – knowing them might help you win some prizes! I look forward to seeing you there.

We also recognize our nurses, nurse techs and nurse secretaries with events during Nurses Week in May, including the celebration of our Nursing Excellence Award winners (see complete list on page 14). Congratulations in advance to all these exceptional caregivers!

In April and early May, we honored a record number of employees with five to 50 years of service. More than 1,000 of you, our highest number ever, marked these significant milestones during banquets in Greensboro and Reidsville. I am continually amazed by the tenure of this group. Even with more than 30 years at Cone Health myself, I can always find someone who has worked here longer (and most of you don’t let me forget it)! Take Pat Ore, a Coder at Annie Penn Hospital, who marked a half-century of service. Her loyalty and dedication to Cone Health is apparently contagious too – her daughter, Pam Paschall, is a Patient Accounting Specialist, and her grandson, Jay Paschall, is a Clerical Assistant in Patient Accounting. Talk about a Cone Health family!

During this event, we also recognize our Employees of the Year for their remarkable caring (see pages 10 and 11). These people are living, breathing examples of our new culture in action. What incredible stories they have to share: providing Christmas for an elderly patient, administering CPR to revive someone in a local store, even raising money to provide a funeral for a co-worker’s father. Amazing actions, amazing people. They never cease to inspire me.

You can read more of these exceptional stories throughout the pages of this codeU. You will also find news about the timing of our proposed merger with Alamance Regional Medical Center, Terry Akin’s promotion to President and COO, updates on Cone HealthLink and more.

I don’t have to tell you these are busy, exciting times across our Network for Exceptional Care. Thank you for all you do as we work together to be one of the nation’s very best healthcare providers.

Terry Akin named President and Chief Operating Officer

Terry Akin has been named President and Chief Operating Officer in recognition of his “exceptional leadership and vision for the organization.”

The announcement was made by Tim Rice, who will remain Chief Executive Officer and will focus on Cone Health’s growing healthcare affiliations, civic service and national healthcare commitments.

“This action allows Terry to fully focus on the day-to-day operations of our expanding health network,” Rice says.

Since joining Cone Health in July 2009, Akin has helped shape and lead efforts for Cone Health to become a national leader in quality, service and cost. He also has been instrumental in leading the organization’s cultural change, implementing the Cone HealthLink electronic medical records system and helping to build exceptional leaders.

Akin previously held leadership roles at four health systems, including Texas Health Presbyterian Hospital Dallas, Texas Health Harris Methodist Hospital Fort Worth, Cedars-Sinai Medical Center in Los Angeles and Washington Hospital Center in Washington, DC.

Akin is a Fellow in the American College of Healthcare Executives. He earned an MBA at the Wharton School at the University of Pennsylvania as well as a master’s degree in social work. Akin received his bachelor’s degree in psychology from Texas A&M University.
New federal program ties reimbursement to quality and service

Cone Health has many reasons to continually improve quality and service. First, it is our mission to provide exceptional care. Second, our vision is to lead the nation in providing measurably superior healthcare.

Now, a new government program is providing another incentive: tying financial reimbursement to performance in quality and patient satisfaction.

“We are committed to providing exceptional care to keep our patients safe, healthy and satisfied with their experience,” says Mary Jo Cagle, MD, Executive Vice President and Chief Quality Officer. “This program simply provides yet another reason for us to maintain our focus, so we can continue to reinvest in what matters most – offering the very best healthcare to our community.”

Through “value-based purchasing,” the Centers for Medicare and Medicaid (CMS) will evaluate the nation’s hospitals on 20 quality and patient satisfaction measures, basing its payments on performance.

To fund the program, CMS will first cut all hospitals’ base reimbursement by 1 percent. Hospitals that perform above the national median will make up the difference – and even receive more – in incentive payments. Those ranking in the bottom half will face a loss.

When the program takes effect in Fiscal Year 2013, Cone Health expects to have between $9 million and $10 million on the line. The program has just wrapped up its first measurement period, and hospitals will learn of any changes to their payments by August. So far, Cagle says, Cone Health is performing above the median and should expect to receive additional funding in 2013.

Penn Nursing Center residents celebrate special birthdays

Three residents of Penn Nursing Center celebrated special birthdays during March with staff, friends and family.

Clara Sutton, born March 14, 1901, attributes her 111 years of life to “lots of hard work.” Her only birthday request was for a yellow cake with chocolate icing.

Kathleen Paschal, formerly of Williamsburg, VA, celebrated her 101st birthday on March 22.

Virginia Pickard turned 100 on March 10. She grew up in South Carolina and worked for American Tobacco in Reidsville.

Correction

Bob Goldstein, Executive Vice President, Cone Physician Network and LeBauer HealthCare, is a Champion of the Provider Enrollment Breakthrough Project for 2012.

Also serving on the Diversity and Inclusion Project team are Shahbaz Rabbani, Data Manager, Office of Patient Experience; LaVern Delaney, RN, Nursing Service Director, Nursing Administration, The Moses H. Cone Memorial Hospital; and Bryan Allen, Marketing Manager, Marketing.

The names were inadvertently omitted from the April edition of codeU.
Patients at Cone Health hospitals are sleeping a little easier these days, thanks to a revolutionary new product that is healing and preventing pressure ulcers.

Cone Health is the first health network in the world to use therapeutic linen throughout its hospitals. This quality improvement initiative began in 2008 as a series of clinical trials at The Moses H. Cone Memorial Hospital and later at Wesley Long Hospital. In each trial, there was a dramatic decline in the number of patients who developed pressure ulcers between admission and discharge. As a result, the length of time patients had to stay in the hospital also declined.

What is so different about these linens and patient gowns? Unlike cotton products, the silk-like fabric has continuous filament yarns woven into synthetic fabric that does not shed fibers. The resulting smooth surface reduces the friction between skin and the fabric, thus eliminating the potential for bed sores.

In addition to a moisture-wicking feature that keeps patients drier, the linen also contains an antimicrobial treatment that reduces the growth of bacteria.

Annette Smith, RN, DermaTherapy Trial Coordinator, says Greensboro-based Precision Fabrics Group initially developed the linen to improve the skin condition of people with psoriasis and eczema. “Later, it was determined that the product could impact moisture levels in patients with temperature fluctuations – patients running fevers, menopausal women or those receiving chemotherapy,” says Smith, who also is Vice President of Nursing and Patient Services, Wesley Long Hospital.

Tracy Griffin, Director, Systemwide Supply Chain Operations, notes that the benefits of DermaTherapy products are multifold: Patients get a cleaner, more comfortable environment in which to recover from their illnesses or surgeries, and the therapeutic linens also reduce Cone Health’s carbon footprint. The products require less energy to launder because they do not stain as easily and dry more quickly than traditional cotton or cotton-blend fabrics.

“The fabric is 37 percent lighter than the linen we used previously, and it has a longer wear life than cotton-blend linens, thus reducing the need for replacements,” Griffin says.

The antimicrobial treatment lasts up to two years, which Griffin says also increases the overall value of the linens.

The therapeutic linen has resulted in a flurry of interest nationally. Representatives from Cone Health have presented the clinical trials’ findings at national conferences, and other health systems from throughout the country have expressed interest in seeing what a difference the linens have made for patients.
Clint Young, M D , LeBauer Pulmonary/Critical Care, probably did not anticipate the effect the North Tower construction would have on him – or his hobby. Since mid-January, he has kept close watch on the construction through his camera lens, taking photographs almost daily.

As he came and went through the physician’s parking lot, he remembers noticing that the cranes were visible long before the building’s steel structure began to rise. The backlighted images of the cranes against a bright, red-orange dawn sky are what initially grabbed Young’s attention. Armed with his iPhone and a digital SLR camera, Young set out to document the construction.

Over the last few months, Young’s photographic quest has taken him everywhere from ground-level to the top of Moses Cone Hospital. Most recently he shot from a 200-foot perch atop one of the two tower cranes.

“A construction project of this magnitude isn’t something I get to watch every day,” Young says, “and probably is not something I’ll see again in my career.”

A variety of construction projects have come along since Young joined Cone Health in 1979, from the construction of the hospital’s West Wing to the addition of the South Wing and its Atrium entrance.

He also notes that his photographs do not capture the hardest work. “The real story,” he says, “is that the cranes are just a tool. Look at all those people. It’s teamwork coming together to make something special.”

Two of the photographs (left) by Clint Young, MD, show the towering cranes as they move construction materials into place.
Attendees grab snacks before the Beam-Signing Event begins.

Employees line up to make their mark on the beam that will be the last used in the construction of the North Tower.

Citing the recent expansion of the Cone Health Cancer Center, the construction of the new Wesley Long Emergency Department and implementation of the best-in-class Cone HealthLink electronic medical record software, Schanel said Cone Health has an unparalleled impact on the community.

“Based on the latest economic impact study from the University of North Carolina at Greensboro, Cone Health provided nearly 6 percent of the area’s total employment in 2010,” Schanel said. “We employ more than 8,500 people with high-quality jobs that pay competitively. That study also showed we generated more than $2.2 billion in additional revenue for area businesses. And, in line with our mission, we have spent more than $800 million in the last decade to care for those who cannot pay.”

Schanel said none of these accomplishments would have been possible without the network's exceptional team of employees and physicians.

“You ARE Cone Health,” she said. “We know the North Tower would not be possible without your commitment, your patience during the construction and your exceptional care. Every day, you live our values of Caring for Our Patients, Caring for Each Other and Caring for Our Communities.”

She then invited attendees to sign the white-painted beam and “make our mark on this building and on our entire Network for Exceptional Care.”

What’s next?

It is traditional at the halfway point of construction projects to have a ceremony placing the final beam atop the building. This is called a Topping Out. This signifies that the outer shell is complete.

The beam at the Heart and Vascular Center will remain on the patio until May 7 when it will be moved back to the construction site in time for the Topping Out ceremony on May 11.

The Topping Out ceremony at 10 a.m. on May 11 will be streamed live at conehealth.com/cone-health-live-channel.
Cultural Transformation

Travel-themed event focuses on diversity

One of Cone Health’s new Operating Principles is to “include people with diverse backgrounds, experiences and points of view.”

Monette Mabolo, RN, Director, and Lanisha Hunter, RN, Assistant Director, used a “Come Fly with Me” theme to enroll Department 4700-Congestive Heart Failure/Telemetry staff in the new Cone Health culture and foster appreciation for diversity. Staffers were invited to board Cone Health Airlines Airbus 4700, where they received a copy of the Operating Principles and a diversity pledge along with packaged peanuts and Airbus 4700 magnets as souvenirs.

The event featured a potluck dinner with foods from around the world. The department includes staff members from eight different countries, and all shared examples of their culture.

Penn Nursing Center holds spring symposium

Penn Nursing Center introduced Cone Health’s new Operating Principles and Practices during a “Dancing on the Court with the Stars” symposium. The event also highlighted the staff’s accomplishments during the year. Lisa Wicker, Nurse Tech, received the Guiding Star Award.

Speakers included Chris Wilson, Performance Consultant; Noel Burt, Executive Vice President, Administrative Services; and Tim Clontz, Executive Vice President, Health Services.

Labaratory staff get on the court

Laboratory employees from Women’s Hospital and Wesley Long Hospital participated in a People Excellence Symposium April 19 and 20 where they learned more about the new Cone Health Values, Operating Principles and Practices. Above, organizers cheer Verna Watkins, RN, Director, Women’s Nursing Unit, into the symposium which featured the theme “Get on the Court.”
How do patients perceive their care?

As we focus on our vision to be in the top 10th percentile nationwide by 2015 in service, quality and cost, the Office of Patient Experience serves as a catalyst in a number of successful initiatives being led by our caregivers. These include:

- Training more than 3,500 employees in evidence-based practices such as AIDET communication, leadership rounding and hourly rounding by staff.
- Focusing on improving employee and physician satisfaction, in part because satisfied caregivers are more likely to create satisfied patients.
- Implementing a concierge service to meet the needs of those waiting in all Cone Health Emergency Departments.
- Working with hospital volunteers to greet patients with warm blankets in lobbies and waiting areas last winter.
- Improving patient perception of hospitalist care, which focuses on communication and minimizing patient fear and anxiety. The efforts have improved hospitalist ratings from the 2nd percentile to the 53rd percentile in six months.

Where do we stand now?

Cone Health improved its inpatient experience six times more than the average hospital, says Chad Brough, Executive Director, Office of Patient Experience.

Press Ganey patient perception data shows that Cone Health improved from the 21st percentile during the first three months of 2011 to the 65th percentile for the same period in 2012. This places Cone Health as one of the top improvers from 2011 to 2012 in Press Ganey’s benchmarking group of 1,600 hospitals.

During the same period, the Cone Health employee partnership score increased from the 59th percentile to the 78th percentile, an increase that Press Ganey experts consider remarkable. Cone Health’s most recent physician partnership score increased 35 percentage points.

What’s next?

- Focusing on consistent use of evidence-based practices – consistent practice creates consistently positive experiences for our patients.
- Partnering with patients to better understand how to design and orchestrate positive patient experiences. Patients will become more involved in committees and improvement efforts.
- Focusing additional improvement work in the outpatient setting.

Look for more communications on mid-year results for Fiscal Year 2012, which should be available soon.

For more about our progress on the national scene, check out the Tim’s Take video on youtube.com/conehealth. You can find many other Cone Health videos there as well.

Cone Health Week celebrates employees

Food, games and prizes are in store for employees during the May 14-17 celebration of Cone Health Week.

Taking a vintage circus theme, the event is being coordinated by the Cultural Enrollment Team.

There will be carnival games focused on the Cone Health Mission, Vision, Values, and Operating Principles and Practices with prizes for those who know the answers. There also will be a disc jockey-ringmaster who will play music and perform magic tricks.

Schedule of activities

- May 14 – Behavioral Health Hospital, Gymnasium 2-4:30 p.m. and 11:30 p.m.-12:30 a.m.
- May 14 – MedCenter High Point 7:30-9:30 a.m.
- May 15 – Women’s Hospital, Cafeteria Breezeway 2-4:30 p.m. and 11:30 p.m.-12:30 a.m.
- May 16 – Annie Penn Hospital, Dining Room 2-4:30 p.m. and 11:30 p.m.-12:30 a.m.
- May 16 – Wesley Long Hospital, Classroom 1 2-4:30 p.m. and 11:30 p.m.-12:30 a.m.
- May 17 – The Moses H. Cone Memorial Hospital, Classrooms 0029-0031 2-4:30 p.m. and 11:30 p.m.-12:30 a.m.
- May 18 – MedCenter Kernersville 11 a.m.-1 p.m.

As an expanded version of Hospital Week, Cone Health Week recognizes that our network is about more than hospitals alone.

All employees are invited to attend the event most convenient for them. Cone Physician Network and LeBauer HealthCare staff may join any of the hospital events or may have celebrations at their individual practices. Look for more information soon from your hospital president or division leader!
John Hanes III was recognized for his exceptional response to a visitor in distress. A woman who was distraught about her parents’ divorce pulled up to the Urgent Care Center to get treatment for a terrible headache. She was sitting in her car with the windows rolled up on a 90-degree day. Hanes noticed her as he went to take his meal break. When he returned, she was still in the car, and he approached to see if she was OK. She was disoriented, did not know her name and was too weak to walk. Hanes brought her into the Urgent Care Center and called the last dialed number on her cell phone. He reached her best friend who identified her and came to the Urgent Care Center to be with her. She was treated and released. “John was my guardian angel,” the patient writes. “I want to thank him because if it wasn’t for him, I wouldn’t be here today.”

Cathy Ducote was recognized after she showed concern and took quick action in administering care to a person in the community. She was at a Michael’s craft store when she heard a store announcement requesting a doctor or nurse. “Cathy found an unresponsive woman,” writes Dana Herndon, RN, Main PACU, Moses Cone Hospital. “She then investigated more and found she was not breathing. She performed CPR, and the woman revived. The woman soon became unresponsive again, and Cathy resumed CPR. The ambulance came, and the patient was defibrillated and taken to Moses Cone Hospital for treatment.”

Kirstin Knight was honored for helping to improve a patient’s stay. “We had a patient who was admitted from an assisted living facility,” writes Ruth Miringu, RN, Care Coordinator, 5 East Medical Unit. “He did not bring his eyeglasses with him and hence could not read. Kirstin went to the facility on her day off, picked up the glasses and brought them to the patient. The patient was very thankful, and this helped make his stay more pleasant.”

Shane Ellis was honored for his work on the Annie Penn Hospital Relay for Life team. He sold T-shirts and other items; ensured there were enough volunteers to support the hot dog kick-off, the book sale and the bake sale; and worked on his days off to bring in T-shirts and help distribute them. “Shane is always a role model for members of the team and department representatives by encouraging them to work hard and raise as much money as possible,” writes Stokes Ann Hunt, Director, Community Outreach. “He is responsible for keeping up with fundraising activities and communicating with team and department representatives regularly. This is the biggest campaign Annie Penn Hospital has had to raise money for Relay for Life. We all should be proud of Shane and ourselves for thinking unselfishly and using our time and talent to help others in need.”

Look for pictures from the Service Awards banquets in the June codeU.
Nordan

Dorothy LaFroscia worked for Moses Cone Surgery Center for seven months when my life was changed, “Nordan writes. “I’m an only child, and my dad lived alone. On July 9, I went to visit my father and found him dead in his home. This was such a horrible time for me … not only because of losing my dad, but I knew that he had no life insurance and no money to pay for funeral expenses. I love my dad so much and I wanted to honor him, but I live from paycheck to paycheck and I had no idea how I was going to pay for his funeral. When Dot found out what had happened … she went ‘door-to-door’ telling my situation and raised a large sum of money to help cover my dad’s funeral expenses. She also took personal time off from work to attend my dad’s funeral in Pleasant Garden.

“I never imagined someone I’d known for such a short time would care so much about me. She truly shows the Cone caring spirit.”

CYNTHIA HARTIS
Counselor, Inpatient Adult Services

Cynthia Hartis was recognized for her commitment to restructuring adult patient programming. Craig Peters, Counselor, Inpatient Adult Services, writes that in addition to her counseling work, she chaired the committee charged with restructuring and improving services. In addition to organizing and conducting weekly meetings, “she has spent unknown amounts of her personal time researching information and having extra conversations with committee members and staff to develop the best programming possible. She has encouraged committee members throughout this process, always staying focused on what is best for our patients.”

Beverly Burt was recognized for her fundraising efforts for Relay for Life. Burt was nominated because of her outstanding support and help planning, organizing and volunteering with Relay for Life. Jennell Crump, Revenue Cycle Manager, adds, “Every day she walks the walk of Cone Health’s mission to provide exceptional care to the people we serve. She knows the Cancer Center patients by name and is always ready with a smile and a warm greeting. Our patients seek her out when they are confused about an appointment or need assistance finding resources to pay a bill. Beverly’s warmth and attention puts patients at ease and invariably puts a smile on their faces as well.”

DOROTHY LAFROSCIA
Secretary, Moses Cone Surgery Center

Dorothy LaFroscia was honored for her efforts to help co-worker Heather Nordan, Short Stay Scheduler, following the loss of her father. “I had only worked for Moses Cone Surgery Center for seven months when my life was changed,” Nordan writes. “I’m an only child, and my dad lived alone. On July 9, I went to visit my father and found him dead in his home. This was such a horrible time for me … not only because of losing my dad, but I knew that he had no life insurance and no money to pay for funeral expenses. I love my dad so much and I wanted to honor him, but I live from paycheck to paycheck and I had no idea how I was going to pay for his funeral. When Dot found out what had happened … she went ‘door-to-door’ telling my situation and raised a large sum of money to help cover my dad’s funeral expenses. She also took personal time off from work to attend my dad’s funeral in Pleasant Garden.

“I never imagined someone I’d known for such a short time would care so much about me. She truly shows the Cone caring spirit.”

DIXIE DOSS, RN
Team Leader, LeBauer Gastroenterology

Dixie Doss was honored for going the extra mile to assist a patient as well as her husband. “While waiting for my wife after her colonoscopy, I was actually the one who ended up needing help,” the patient’s husband writes. “I passed out due to dehydration. Luckily, my wife was awake enough to realize something was wrong and called for help. Your staff jumped into action. With Dixie’s help, my wife got in touch with someone at church to come and take her home. Then Dixie contacted my boss at my request to let him know that I would not be available for a conference call that day. As I was leaving for the Emergency Department, Dixie told me not to worry about my wife and that she would come later to check on me. She did that, and then called my wife at home to check on her and give her an update as well. This was well above and beyond the call of duty. Dixie is a dedicated nurse who loves her profession. I will always remember what happened that day and the care that was given to me and my wife.”

LISA MATTHEW S, RN
Care Management Coordinator, MedLink Community Care Management

Lisa Matthews was honored for her extra dedication and attention to patients and their needs. In December, one of Matthews’ elderly patients was physically unable to put up her Christmas tree. Matthews felt bad for the patient, so on her day off, she took her own daughter and went to the patient’s house to assist with the tree. The patient was very specific about how the tree needed to look, but she was pleased with the help Matthews and her daughter provided. Unfortunately, the patient’s medical condition continued to decline, and she passed away a few weeks later. But before that, Matthews visited her, and the patient’s family came up immediately, hugging her and calling her the “Christmas Tree Girl.” “The family thanked Lisa, not only for her professional visits, but for her kindness in going beyond her job,” writes Rhonda Rumple, Program Manager, MedLink. “They said the tree added quality to those last days.”
Cone Health has a new partner: Physicians in our region have united to form the Triad HealthCare Network (THN). THN and Cone Health share a common goal: to improve the value of care delivered to patients – value meaning high quality care provided at affordable costs. To understand what this network of physicians would like to achieve, you should understand how THN came into being.

About two years ago, some forward-thinking physician leaders – including Tom Wall, MD, John Campbell, MD, and Jim Osborne, MD – teamed up with some equally forward-thinking Cone Health leaders – including Jim Roskelly, Executive Vice President, Strategic Development, and Bob Goldstein, Executive Vice President, Cone Physician Network and LeBauer HealthCare – to try to prepare our medical community for important changes on the horizon. Despite the Affordable Care Act having been passed, healthcare inflation continued to spiral out of control. We had begun measuring the quality of care, and the results were sobering: We had much room for improvement. This group agreed that major change was coming to healthcare. We then committed to create the needed changes in our community.

Campbell, an infectious disease specialist and member of the Cone Health Board of Trustees, summarized it best: “We need to be proactive rather than waiting for someone else to force change upon us.”

Certain principles governed this group’s actions. Physician leadership was essential. Those physician leaders would need broad-based support from their peers. The physician network should include both Cone Health-employed and private practice physicians. Physicians and Cone Health would need to create a real, meaningful partnership. We all needed better clinical integration – the ability to access information from all the various venues of patient care. THN’s initial focus would be on improving quality and clinical integration. “Clinical integration makes perfect sense. It’s the right thing to do,” said Wall, a LeBauer cardiologist.

“Due to the dedicated efforts of our physicians, THN has come a very long way in a short time,” Goldstein said.

THN now has more than 700 physicians who have opted in to the network. The leadership team has grown and matured with the addition of Steve Neorr, Executive Director. THN is acquiring the technological infrastructure to measure quality and outcomes in real time. Perhaps most impressive, THN submitted an application to Medicare on March 30 to participate in its Shared Savings Program.

Medicare Shared Savings is an excellent example of how healthcare is changing at a fundamental level. In the old, fee-for-service world, the more tests physicians ordered, the more money they and the health system got paid. In the Medicare Shared Savings program, THN will share in any savings we can create in the care of Medicare patients, provided we can document high quality of care. The incentives change from spending more money to a focus on spending only the right amount of money.

Osborne, an Eagle internist, laid down the challenge: “It is time for us to step up to the plate and figure out how to deliver high quality, non-fragmented healthcare in a cost effective way.”

The efforts of THN dovetail beautifully with Cone Health’s Triple-Aim goal of improving cost, quality and satisfaction and its new culture of respect and collaboration.

Our community is fortunate to have this physician network dedicated to a real partnership with Cone Health. This partnership is one more example that by working together, we can improve healthcare in our community.
Tim’s Table

Tim’s Table, a series of luncheons hosted by Tim Rice, Chief Executive Officer, provides an opportunity to share thoughts and ideas to help Cone Health achieve national leadership in healthcare. Attending the April 2 Tim’s Table event at MedCenter Kernersville were:

From LeBauer Family Medicine – Andrea McCrimmon, CMA; Catherine Metheney, MD; Diane Tomerlin, Front Office Lead-Oak Ridge; Jennifer Rich, Referral Coordinator; Karen Bowen, MD; Michelle Mills, CMA; Nancy Falish, Site Manager; and Venice Williams, Registrar.

From Cone Health Urgent Care – Kelsey Lambert, Supervisor; Nana Hendricks, Front Office Supervisor; and Wendy Blum, Site Manager.

From Cone Health Center for Women’s Healthcare – Sharon Johnson, Director, Women’s Health; and Tanya Buckson, Secretary.

From Cone Health Outpatient Rehabilitation at Kernersville – Sheila Wenzel, Physical Therapy Assistant; and Sue Shaver, Physical Therapy Supervisor.

From Solstas Lab – Susan Beck-Williams, Lab Technician.

From Greensboro Imaging – Tera Lawrence, Site Manager.

From Cone Health Employer Health Services – Gail Howard, Front Office Coordinator; Cindy Forrester, Nurse Practitioner; and Carla Blackburn, RN.

From Cone Health Behavioral Health Center – Jennifer Barnes, Secretary; and Kathleen Lindner, Therapist.

From Property Management – Martin Heba, Campus Coordinator; and Alan Steelman, Property Maintenance Coordinator.

From Physician Liaisons – Jill Vonderhaar, Physician Liaison.

From MedCenters Administration – Deno Adkins, Director.
Nursing Excellence recipients named

The 2012 recipients of the Nursing Excellence awards have been announced by Theresa Brodrick, RN, PhD, Executive Vice President and Chief Nursing Officer. These individuals represent the top 1 percent among Cone Health’s nurses and nursing support staff. Nominated by their colleagues, these recipients will be formally recognized during national Nurses Week, May 6-12.

Direct Care Nurses

Lisa Brewer, RN, Antenatal Unit, Women’s Hospital.
Kellie Capes, RN, Intermediate Care/Urology, Wesley Long Hospital.
Amber Carter, RN, Department 3700-Cardiac Progressive Care Unit, The Moses H. Cone Memorial Hospital.
Lisa Covington, RN, Unit 300, Annie Penn Hospital.
Jeanine Cross, RN, Emergency Department, MedCenter High Point.
Dana Dark, RN, Intermediate Care/Urology, Wesley Long Hospital.
Tara Dark, RN, Intermediate Care/Urology, Wesley Long Hospital.
Julie Eastwood, RN, Emergency Department, Annie Penn Hospital.
LaChina Hollis, RN, Oncology, Wesley Long Hospital.
Sarah Lackey, RN, Rapid Response Team, Moses Cone Hospital.
Jill Moore, RN, Department 5100-Surgical, Moses Cone Hospital.
Ashley Olson, RN, Post Anesthesia Care Unit, Women’s Hospital.
Donna Owens, RN, Department 4700-Congestive Heart Failure/Telemetry, Moses Cone Hospital.
Julie Potts, RN, Women’s Nursing Unit, Women’s Hospital.
Teresa Swoap, RN, Post Anesthesia Care Unit, Moses Cone Hospital.
Pamela Tate, RN, Intensive Coronary Care Unit, Annie Penn Hospital.
Jamie Tracy, RN, Oncology-East, Wesley Long Hospital.

Non-Bedside Nurses

Renee Barber, RN, Clinical Information System Manager, Cone HealthLink.
Sarah Clark, RN, Coordinator, Simulation Center, Staff Education.
Maggie Collins, CRNA, Anesthesiology, Women’s Hospital.
Kristin McLamb, RN, Staff Educator, Staff Education.
Denise Rhew, RN, Clinical Nurse Educator, Clinical Nursing Support.

Director/Manager

Candace Hughes, RN, Director, Pediatrics/Pediatric Intensive Care Unit, Moses Cone Hospital.

Multi-Cultural

Tanya Stalling, RN, Administrative Coordinator, Nursing Administration, Women’s Hospital.

Nursing Support

Debra Blackwell, Lead Surgical Tech, Operating Room, Annie Penn Hospital.
Ronald Couch, Nurse Secretary/Monitor Tech, Intermediate Care/Urology, Wesley Long Hospital.
Darlene Goldston, Certified Medical Assistant, Outpatient Clinic, Moses Cone Hospital.
Stephanie Johnson, Certified Surgical Technologist, Operating Room, Women’s Hospital.
Heart attack prompts desire to educate other women

By Kate Murr, Marketing Specialist, Behavioral Health Hospital

Six years ago, I was in the prime of my life. I was raising a family, being a full-time mom, wife, friend and sister. I had 9 percent body fat, I ran five miles a day, directed aerobic classes several times a week and watched everything I ate to ensure I was “eating right.”

Who would have believed with all that going on that I would have been reduced to lying in a fetal position under my desk, trying to find the strength to take in enough oxygen to prevent my heart from “catching.” In the midst of this, I kept thinking it would pass. After an hour, when sweat began to pop out on my face and I felt sick, I decided I should have this checked out. I drove myself to the Emergency Department. All I can remember was waking up to hear my doctor and my husband say “you did not go to the Emergency Department, I probably would not be here today.”

I learned that day that anything is possible, that you only have this moment and what you do with this day is up to you. I began to look at life from a very different perspective. I appreciate each day that God gives me, and I want to begin educating women on the signs/symptoms of heart disease so that, together, we can change these statistics.

Did you know that heart disease is still the No. 1 killer of women, taking the life of one in three women each year?

I decided a few months ago to help with the American Heart Association of the Triad. It only took two meetings to see that I needed to begin telling my story so that other women could learn that together we can beat heart disease.

I joined the Passion Committee to help coordinate the first Guilford Go Red for Women Luncheon and Educational Expo. This event is designed to help women take charge of their own heart health. It is about women representing all ages, races, faiths, neighborhoods and backgrounds – understanding the most positive Go Red statistic: 80 percent of cardiac events in women are preventable.

Want to go?
The Guilford Go Red for Women Luncheon and Educational Expo will be held Tuesday, May 15, at Koury Convention Center. Learn how you can love your heart and practice healthy habits. For more information or to reserve your tickets, visit heart.org/guilfordncgoredluncheon. (Scholarships available on this website.)

Nurse maintains certification for 35 years

Talk about top-decile performance: Patricia Mickley, RN, Intensive Care/Step-down, Wesley Long Hospital, is one of only 19 critical care nurses in the country who has maintained her CCRN certification for 35 continuous years.

There are 68,000 certified critical care nurses in the nation, and it is rare for a nurse to achieve 35 consecutive years of certification.

“It was my professional goal to achieve my certification,” Mickley says. “It validates my professional competence in providing excellent patient care.”

Mickley believes the critical care specialty chose her when she was introduced to the Intensive Care Unit at the National Institutes of Health while she worked on a surgical unit in 1970. She says she was inspired to learn everything she could to take care of patients with complicated medical conditions.

The certification process was developed in 1969, the AACN Certification Corp. was developed in 1975 and Mickley took the exam in 1977. As a member of the American Association of Critical Care Nurses, she receives journals and online resources to stay informed about current practices.

She recalls how her certification and knowledge helped her to recognize and properly assess a serious lung condition on a ventilated patient. “My background knowledge allowed me to report the signs and symptoms to the physician and request a portable chest X-ray to confirm the diagnosis,” Mickley says. The patient survived and visited Mickley during the holidays.

Gayle Mueller, RN, Director, ICU/Step-down, describes Mickley as an exemplary bedside nurse. “Pat’s commitment to excellence is extraordinary, and she has made a significant difference in patient outcomes. She is a coach, mentor and teacher to all who know her.”

Mickley confidently acknowledges why maintaining her certification is important to her. “Without a life-long commitment to learning and career growth, I don’t think I would be able to give the best care to my patients,” she says.
Nurses share skills with students with special needs

Three nurses from the Pediatrics Department at The Moses H. Cone Memorial Hospital volunteered at Community Helper Day at McIver Education Center, an alternative school that serves students with exceptional educational needs. Melody Bullock, RN, Assistant Director, Pediatrics; Sarah Ellington, RN, Pediatric ICU; and Candace Matthews, RN, Clinical Nurse Educator, Clinical Nursing Support, checked blood pressures and heart rates of the students. The goal was to familiarize the children with simple health tests so that if a doctor’s office visit or hospitalization was imminent they would not be afraid. The children were encouraged to handle the equipment, talk and listen to their own hearts.

Dietitians collect food for Urban Ministry

During March – National Nutrition Month – the Cone Health Clinical Dietitian team collected protein-rich foods to donate to Urban Ministry. Because foods containing protein are more expensive than canned fruits and vegetables, they tend to be donated less frequently. The dietitians collected 75 pounds of protein-rich food – dried and canned beans, peanut butter, canned tuna, salmon and chicken – for Urban Ministry’s food bank.

Cone Health helps make post-hospital care arrangements easier

Cone Health and Total Living Choices, a healthcare technology company, are providing patients and family members with an easy-to-use tool to review their options and make good decisions for post-hospital care.

“Whether patients are coordinating care locally or looking for a facility or home healthcare service miles away, our comprehensive, complimentary online resource places the needed information at their fingertips. For the first time, this allows patients and their families to truly participate in decisions related to after-hospital care,” says Annette Smith, RN, Vice President, Nursing and Patient Services, Wesley Long Hospital. “For example, before they even come into the hospital for surgery, our joint replacement patients can arrange for a walker or hospital bed to be at home once they are discharged from the hospital.”

Cone Health is the first healthcare network in North Carolina to partner with Total Living Choices to help people find assisted living, home health or other forms of after-hospital care.

The Care Finder Pro system will also be used by Cone Health staff to make care arrangements for patients.
Residents and Fellows join teaching programs

Residents and fellows will join the Cone Health Teaching Programs on July 1 help deliver care to our community. The new residents and fellows and the medical schools they attended include:

**Internal Medicine**
- Ryan Brown, MD, Northwestern University.
- Neema Kapadia, MD, St. Georges University.
- Elizabeth Kollar, MD, Northeastern Ohio University.
- Xilin Niu, MD, PhD, Baotou Medical College, China.
- Na Li, MD, Peking University, China.
- Karen Schooler, MD, University of North Carolina.
- Michael Raisch, MD, Duke University.
- Sonya Thomas, MD, Yale University.
- Brad Wainright, MD, Duke University.
- Ben Wildman-Tobriner, MD, University of California San Francisco.

**Family Medicine**
- Erin Booth, MD, University of California at Davis School of Medicine.
- Stephen Hunter, MD, Wake Forest University School of Medicine.
- Stephanie Losq, MD, Tulane University School of Medicine.
- David Merrell, MD, Eastern Virginia Medical School.
- Amber Moser, MD, The Brody School of Medicine at East Carolina University.
- Dayl Piloto De La Paz, MD, Facultad de Ciencias Medicas Matanzas/University of Havana.
- Michael Righty, DO, West Virginia School of Osteopathic Medicine.
- Van Williamson, MD, Wake Forest University School of Medicine.

**Sports Medicine Fellows**
- Thomas Thhekkekandam, MD – Residency, Moses Cone Family Medicine; Medical School, Ross University School of Medicine.
- Jose Reyes, MD – Residency, Bon Secours St. Francis Family Medicine, Midlothian, VA; Medical School, Dr. Jose Maria Vargas School of Medicine, Central University of Venezuela.

Offsite distribution saves money, ensures correct products

It is reassuring to know that when you reach for that box of gloves or that blood pressure cuff that they are there, right at your fingertips, ready to help you provide the best possible care to your patient.

To make sure those items – and 3,000 more – are where you need them when you need them, Cone Health has added its own distribution center and new 26-foot trucks emblazoned with the Cone Health logo. It’s all part of a complex supply chain that has changed over the years to best serve patients and staff while increasing efficiency and saving money.

Tracy Griffin, Director, Systemwide Supply Chain Operations, says the Offsite Distribution Center located adjacent to CareLink on Arnold Street services more than 160 sites.

“It’s everything we touch in the network, and it’s a lot,” she says.

The decision to create a distribution center stemmed from a need to handle the expanding number of physician practices. Then construction at The Moses H. Cone Memorial Hospital and Wesley Long Hospital eliminated nearly 200 locations where materials had been stored.

The new center allows the network to store more products locally and have more back-up supply available, rather than having to wait for deliveries from distant vendors.

As areas in Cone Health facilities are stocked, the process triggers orders to the offsite warehouse. “This just gives us more flexibility. We can move merchandise around the construction by using the smaller trucks” instead of having to rely on the vendors’ tractor-trailers, Griffin says.

Handling the materials locally has enabled Griffin to double the number of items Cone Health stocks and deliver the same standard of care for every patient, every time.

The increasing volume necessitated the purchase of two 26-foot trucks. They are the workhorses of the distribution center, moving pallets of supplies and carts filled with totes throughout the health network.

The network also purchased two hybrid Priuses to move specimens from doctors’ offices to laboratories. Griffin says that the initiative has already realized $150,000 in savings, and the physicians are pleased because they are getting their lab reports faster.
Measures of Magnet: Cindy Beverly gets the word out about preventing falls

By Brenda Murphy, Clinical Nurse Specialist

Thirty percent of people older than 65 will experience a fall. The number is even higher for those 80 years old and older – 40 to 50 percent. Falls constitute the largest single cause of death from injury among elderly individuals.

Preventing falls is a passion of Cindy Beverly, RN, Department 5000-Orthopedics. She has served as her department’s representative for fall prevention and restraints for the past 20 years. She reviewed this information at many department skills fairs, as well as systemwide skills fairs to ensure staff competency in those two areas.

Since she has been on the Stop All Fall Events (SAFE) team, she has worked very hard to provide information to our community on fall prevention. She has developed a poster with information related to falls that is being displayed at Cone Health skills fairs this year.

In one of our SAFE team meetings, we talked about objectives for the committee. Beverly’s idea was to engage the community on the topic of fall prevention. She said she had visited the Centers for Disease Control and Prevention website and found pictures and information. She ordered posters and said she wanted to work on a community awareness project to inform the public about the dangers of falls. Her vision was to have a display at each hospital entrance with posters and brochures for visitors so they could learn about fall prevention.

Beverly initially met with Judy Schanel, President, The Moses H. Cone Memorial Hospital, who encouraged her to move forward to obtain permission from each campus leader. All were very supportive and made the process of covering the five campuses in five days a success.

She and R.A. Mangum, Nurse Tech, Department 5000-Orthopedics, who is also a member of the SAFE team, helped to ensure that the display moved from campus to campus last fall. The display is now being used at health fairs in the community.

Department 3700 goes 41 days with no falls

Decreasing the number of falls is a primary initiative at Cone Health, and Department 3700-Cardiac Progressive Care has made tremendous strides.

Statistics show that the department went from having the highest number of falls during the first quarter of Fiscal Year 2012 to going 41 consecutive days without a fall (as of April 16).

Carol Harris, RN, Director, said the incredible results came following a push to decrease falls. The Shared Governance Committee developed a plan to educate the entire team by beginning with the basics.

Harris said that staff used four interventions regularly to ensure the safety of patients:

- Hourly rounding on each patient.
- Use of bed alarms for all patients at risk for falling.
- Use of chair alarms when high fall risk patients are sitting in a chair.
- More thorough nursing assessment on admission of at-risk patients.

Harris added that employees from Environmental Services, Rehabilitation, Nutritional Services, Transportation, Pharmacy, Case Management and Social Work as well as physicians and physician extenders help increase the safety of their patients.
Music @ Midday

A string ensemble from the Greensboro Symphony Orchestra presented its annual free concert in the lobby of the Atrium at The Moses H. Cone Memorial Hospital on March 28 as part of the symphony's adult education community outreach series. More than 40 children from the Children's Corner joined patients, visitors and staff to listen to the music. Cone Health provides support for the arts as a Masterworks sponsor of the Greensboro Symphony. As part of the sponsorship, employees can purchase discounted tickets to concerts through Errand Solutions.

Lelia Moore wins Trailblazer Award

The Trailblazer Award of the Mental Health Association in Greensboro has been renamed in honor of Lelia Moore, Coordinator, Cone Health Congregational Nurse Program. Moore received the award during the association's annual conference on April 20.

The inscription on the award reads, “For inspired leadership to the mental health profession.”

The 2012 Lelia S. Moore Trailblazer Award recognizes her commitment to improving access to mental health care and reducing stigma associated with mental illness and addictive disorders.

Moore served on the board of the Mental Health Association in Greensboro and graduated from the Guilford Center’s Substance Abuse Academy for Recovery Advocates. She has volunteered with numerous community organizations, including Greensboro Urban Ministry, HealthServe Ministry and Triad Health Project.

Welcome to our new physician practices

The practices of Charles W. Lomax, MD, and Christopher E. Newman, MD, joined the Moses Cone Affiliated Physicians during March.
Recent brown bag meals answer questions

Terry Akin, President and Chief Operating Officer, held brown bag luncheons recently at the Behavioral Health Hospital and Annie Penn Hospital. Here are some employees’ questions and his answers:

Q: I want to thank you for asking for our feedback, and then acting on it, after the last Brown Bag lunch. It gave me a raise because I was one of the people topped out in my pay grade!

A: Good! I’m glad to hear that.

Q: A few weeks ago, there was an announcement about pay and shift differential increases for nurses. Why is there no shift differential increase for nurse techs and nurse secretaries? They feel they should be valued too.

A: I do realize that is difficult. We base our salaries and pay brackets for every position on what’s happening in the competitive market. The reality is that salaries and pay practices for RNs move at lightning speed in the marketplace. For some of our other positions, including nurse secretaries and techs, the market’s not moving like that. When we evaluated shift differential rates for nurse techs, nurse secretaries and monitor techs, we determined that our rates continue to be competitive. Certainly, we will continue to monitor the data and will make adjustments if and when needed.

Q: As a former recruiter who has now transitioned to a new job that I love, I’m curious about Pinstripe. They were said to be cutting edge. Since they have taken over, there have been some serious issues. Is their contract costing the system more and how long is that contract?

A: The contract can be terminated at any time if we do not feel the partnership is working. The cost to hire, per employee, is equal to what we were spending before. We did not enter the partnership to save money but to secure more new, high-caliber employees in a quicker fashion. Our volume of hires since Jan. 1 has been exceptional, with 230 employees hired in February alone (we would normally hire between 125 and 150 in this time period). I agree that we have had problems with the process and are working on those urgently. Our expectation is that we will achieve a higher volume of hires and resolve the process issues in the next 30 days. They do have an impressive track record around the country, including working with a health system that has won the Malcolm Baldrige Award for top quality performance nationwide. So we know Pinstripe has it in them to deliver really strong performance. We are insisting that they provide us with metrics, and at our request, they recently sent a new leader to work with us. Shelly Olejniczak (pronounced Ola-knee-check) is a very seasoned professional, and she was sent to elevate the team’s performance to the standard that Pinstripe is committed to. Please feel free to share any feedback with members of our own internal Talent Acquisition Team or with Noel Burt, Executive Vice President, Administrative Services.

Q: We are still interested in having a Cone Health urgent care center here in Reidsville. It would benefit patients in our community as well as staff here. Is this a possibility?

A: I think that’s an interesting idea. Just like anything else, we’ll have to consider all of our competing priorities to see if and when it makes sense to go in this direction. In the last six months, we have had some reorganization in the leadership of Emergency Services. Theresa Brodrick, RN, PhD, Executive Vice President and Chief Nursing Officer, is now responsible for that area, and she brings a tremendous amount of experience and knowledge. I will commit to having a conversation with Theresa, and we will follow up with more information.
Q We have an employee health nurse at Annie Penn Hospital only twice a week. With our increasing focus on employee health and wellness, could that be increased? Or perhaps we could have an on-site MedLink nurse to provide care management for employees, including proactive wellness support and guidance. Rockingham County has an extremely high rate of diabetes, and it would be helpful to have someone conduct regular screenings and provide advice on diet and exercise.

A Thank you for raising such a great question! MedLink nurses meet with those in the Link to Wellness Program throughout our health network, including on site at Annie Penn Hospital several times a month. As more members enroll, MedLink can certainly increase these times based on the need. This free program is open to all Cone Health employees and dependents on the medical plan to promote healthy lifestyles. Nurses help with conditions such as pre-diabetes, diabetes, high blood pressure and high cholesterol and they help encourage healthy pregnancies. Participants can qualify for health plan discounts and certain free medications. You can sign up for program classes through Net Learning, and if you are interested in enrolling in the Link to Wellness program, contact MedLink at 336-852-3871 or email MedLinkDiseaseManagement@conehealth.com. This is just one part of our emphasis on health and wellness across Cone Health. I think we’re making some strides, and we’ve got certain other aspects of a strong wellness program in place, including our group fitness classes throughout the network. But I do think we need to challenge ourselves to go further. I commit to you that we’ll benchmark ourselves against the best of the best to determine the gaps in our programs and how can we close them.

Q I have heard that Alamance Regional Medical Center was being held in immediate jeopardy of losing its Medicare certification. Will that affect us?

A Alamance Regional appropriately and voluntarily reported a very unfortunate incident. They handled the situation in a very responsible manner. All of the deficiencies relating to this immediate jeopardy have been cleared. While the hospital was in danger of losing funding, the state conducted a four-day survey of the entire operation in mid-March. Alamance Regional’s plan of correction was approved by the regional CMS office in Atlanta and validated by the state surveyors. There was no impact on Cone Health because we are not in a partnership with Alamance Regional at this point. We are still in the due diligence period of our planned merger, and we expect both our boards to consider a final agreement later this summer.

Q Does Alamance understand Cone Health’s vision and where we want to be in 10 years?

A We have shared with Alamance Regional our vision to be a national leader in providing measurably superior healthcare. While we are working toward Triple Aim goals, Alamance Regional has a very similar strategic plan. We also have very similar cultures and missions, which is a big reason why we are pursuing the partnership between our organizations. Of course, neither of our organizations is where we need to be yet, and we’ve all got work to do. I think they realize that their organization could benefit from learning from us, and we can certainly learn from what they’re doing well also. If we move forward with this planned merger, we will all be in the same boat and rowing in the same direction with the ultimate goal of providing exceptional care to our communities.

Q I like how Annie Penn Hospital is considering a plan that would offer increased service to southern Virginia. What is in the works?

A I am glad you raised this question. Mickey Foster, President, Annie Penn Hospital, has been a real leader in helping us to consider what we may be able to do to support that community. This could include a number of possible approaches. Annie Penn Hospital currently sees a significant number of patients from Danville each month, mostly in the Emergency Department or the inpatient setting. Danville is about 25 minutes away. We also have about 100 Cone Health employees who live in southern Virginia, and we recently held a focus group with them to get their feedback. We plan to speak further with a group of patients from southern Virginia who had great experiences at Annie Penn Hospital to ask them how we can build our relationship with that community. We are still in the research phase, and Mickey will be putting together a more specific plan later this summer. In the meantime, you can expect to see more marketing efforts up that way.

Q What do you think of the gains Annie Penn Hospital has made in patient, employee and physician satisfaction? We are proud of that!

A If you look at what you’ve accomplished, it’s really remarkable. Annie Penn Hospital finished Fiscal Year 2011 in the top 10th percentile in the nation in three key areas: patient satisfaction, employee engagement and physician satisfaction. Most folks would say that’s not only remarkable, it’s really unheard of. And to do this as quickly as you did is absolutely fantastic.

continued, page 22
continued from page 21

It really sets the example for the rest of Cone Health. In addition, Mickey Foster has been a tremendous leader in building People Excellence across Cone Health, a major effort to recruit and retain the best employees as part of our cultural transformation effort. Annie Penn Hospital is a real flagship for People Excellence and what that looks like. Our entire Cone Health network is very proud of Annie Penn Hospital and the impact you all have on care in this community. So on behalf of everyone across Cone Health, I want you to know how much we appreciate you.

**Q** Patients at the Behavioral Health Hospital often come through our emergency departments first, where they may not feel well understood. Then, they have to give up a number of personal freedoms when they are here, such as being searched when they’re admitted and observed while shaving, etc. Some patients feel this strips them of their dignity. What can we do to improve that?

**A** This is challenging because of the safety and risk management issues involved with treating patients who have mental health issues. I think we can start by working with our Emergency Department staff to encourage them to be as sensitive to patient dignity as they can be. Then, we should evaluate our facilities and our policies to make sure they afford patients the most respect, while covering all of our bases when it comes to the law and patient safety. I encourage you to bring this issue up in the nursing Shared Governance committee and with Behavioral Health Hospital leadership to hear their recommendations.

**Q** So many of our new facilities are just beautiful. This includes the Cone Health Cancer Center, the Heart and Vascular Center and the planned North Tower. When I look at the Behavioral Health Hospital, there’s a difference. Can we expect any facility improvements?

**A** We are currently considering options for facility enhancements for our Behavioral Health Hospital and programs. We would like to have space that is better configured for the services needed by our communities. **Troy Chisolm, President, Behavioral Health Hospital,** has really encouraged us to take a hard look at what our options would be in this regard. No decisions have been made, and we are simply investigating our options now. We will keep you posted and solicit further input on any plans as they may develop.

**Q** The morale on the Adult Unit of the Behavioral Health Hospital seems low. We have added group programming and changed the setup of our halls, yet we are challenged with staffing, particularly related to the number of nurse techs available to provide care for acute patients. We need more communication and training related to these changes. As a result, people are stressed and not finding the same joy in work as they used to. My greatest concern is how all these changes impact patient care, quality and service.

**A** I really appreciate your concern for our patients. As an organization, that’s what we’re really emphasizing. We will certainly take an objective look at these issues related to staffing levels, communication, training and staff participation in decision making. I am a big believer that we have to have staff who feel supported and feel they have the resources to do their job well. You got into this field because you wanted to take care of patients, and you want to feel like you’ve done your job well and kept patients safe. I certainly feel an obligation to follow up on the morale issues you have raised. To honor our values, I also have a responsibility to make sure that you have the resources you need to do your job effectively. If we focus on having the right people with the right attitudes, providing training and support and making sure they’re equipped to do their jobs, all the rest falls into place. That’s at the core of everything we’re trying to accomplish. Lastly, I want to say that I appreciate your honesty. That’s what these brown bag meetings are really about. The fact that you’re speaking up like you are tells me we’ve made some progress culturally. I don’t know if two years ago, we would have felt comfortable having this dialogue. That part is very encouraging.

**Q** I like our new values. How do you think they’re being lived out across our network?

**A** I agree with you that our values are good ones, and I believe they will serve us well. I see more and more evidence daily of our values in action across Cone Health. The continual question we all have to ask is “Am I walking the talk?” We are working to build a culture where nobody is a victim, and everyone has the ability to access resources and a supportive chain of command to make things better. For me, it really starts with holding up a mirror and asking myself, “Who am I being?” and “Am I living our values?” I want us all to keep that focus on ourselves and how we are “showing up” every day.

One final thought: All of you are part of a health system that’s going to transform healthcare. We’re going to change the way it’s done. And we’re building models that ensure that when patients come to get care within Cone Health, they will know that they could not have gone anywhere else to get better care. We’ll be an organization others come to visit and see how it’s done. This transformation starts with each and every one of us. I want you to know that we appreciate what you do every day, and I thank you for dedicating your life and work to making a profound difference for other people. There’s nothing nobler. I am grateful every day that I get to come to work and be around people with your commitment.
Accreditation Services says that a new opportunity to become an expert in quality is now available for clinical and nonclinical staff. This role is the Quality Advocate.

The Quality Advocate provides education, leadership and structure to sustain quality outcomes within each department. The Quality Advocate will work collaboratively with department leadership to lead our organization toward a deficiency-free Joint Commission survey.

Responsibilities and duties:
• Be the expert on quality within his/her department.
• Maintain a practicing knowledge of quality activities.
• Have a working knowledge of the Verge system.
• Ensure the department audit data is performed properly.
• Attend the Quality Advocate training and monthly Quality Advocate Council.
• Partner with department leadership to share information gained from the Quality Advocate Council.
• Maintain Quality Boards for department.
• Report Quality status at monthly department meetings.
• Represent the department as survey liaison when regulatory surveys occur.

Knowledge, skills and abilities:
• Excellent communication skills.
• Skillful in facilitating excellence with peers.
• Enthusiasm for top performance.

For further information, contact kimberly.mays@conehealth.com.
Cone HealthLink team says thanks

One Patient. One Chart. One Team. It takes a lot of dedication and persistence to lead through any major change. Our transition to Cone HealthLink is no exception. We want to thank the men and women who have served on the leading edge of Cone Health’s transition to Cone HealthLink – our new integrated electronic medical record system. Although there are too many individuals to name here, we want to recognize the departments and practices in which they work.

Among those leading the way are the many dedicated employees who work in registration, billing, scheduling and radiology across Cone Health. They were the first to Go Live on Feb. 1 and continue to help identify some of the technical and workflow issues we anticipated with such a significant change.

We also want to acknowledge the teams working within the practices that participated in our Feb. 1 pilot and our “Big Bang” Go Live on March 20. Cone HealthLink will enhance patient care and safety, as well as improve communication between these practices and the Cone Health network. Change is not an easy road, yet these practices have embraced this challenge in the best interests of our patients and our community. Their leadership will be instrumental as this new technology is introduced to other practices throughout the year.

Thank you for your continued support of our colleagues during this transition. Please join us in thanking them and the many dedicated employees in Management Systems working diligently to make this initiative a success. This kind of exceptional teamwork ensures Cone Health is well on its way to becoming a national healthcare leader.

Physician practices which are “live” on Cone HealthLink as of the end of March:

- LeBauer HealthCare at Brassfield.
- Cone Health Family Medicine Center.
- Moses Cone Internal Medicine Clinic.
- Cone Health Sports Medicine – Greensboro.
- Cone Health Sports Medicine – High Point.
- Greensboro Cardiology.
- LeBauer Family Medicine Kernersville.
- LeBauer HealthCare at Guilford-Jamestown.
- LeBauer HealthCare at High Point.
- LeBauer HealthCare at Stoney Creek.
- LeBauer HealthCare Endoscopy Center.
- LeBauer HealthCare Gastroenterology.
- LeBauer HealthCare at Oak Ridge.
- LeBauer HealthCare/Primary Care-Elam.
- LeBauer HeartCare at Asheboro.
- LeBauer HeartCare at Brown Summit.
- LeBauer HeartCare at Burlington.
- LeBauer HeartCare at High Point.
- LeBauer HeartCare at Kernersville.
- LeBauer HeartCare at Madison.
- LeBauer HeartCare at Morehead (Eden).
- LeBauer HeartCare at Reidsville.
- LeBauer HeartCare – Church Street.
- LeBauer Pulmonary Care/Critical Care.
- Regional Center for Infectious Disease.
- Reidsville Orthopedics and Sports Medicine.
- Reidsville Primary Care.
- Rockingham Gastroenterology Associates.

Shadowing in Pharmacy

Terry Akin, President and Chief Operating Officer, watches as Kim Smith, Pharmacy Tech, performs a medication reconciliation in the Pharmacy at The Moses H. Cone Memorial Hospital. Akin, who was shadowing members of the Pharmacy staff as part of his Walk in My Shoes program, regularly uses these sessions to interact with staff in various areas throughout the health network.
Meaningful Use will become an increasingly familiar term in the upcoming months and years. In a nutshell, Meaningful Use is a government incentive program to financially reward eligible hospitals and eligible professionals who invest in electronic medical records.

To receive incentive payments, eligible hospitals and professionals must not only purchase the electronic medical record software, but they must also show that they’re using it in a meaningful way. To demonstrate this, the Center for Medicare & Medicaid Services established a set of objective measures that reflect a basic level of electronic health record adoption. Cone Health has invested in Cone HealthLink, a best-in-class electronic health record and is working to optimize our use of the system to achieve “meaningful use.”

**Meaningful Use: It is the right thing to do for our patients**

When we use Cone HealthLink in a meaningful way, we will dramatically impact our patients’ health in the following ways:

- We will improve quality and safety, and reduce health disparities by using automated alerts, clinical protocols and Computerized Physician Order Entry.
- We will engage patients and families by making their health information available and easily accessible in a timely manner.
- We will improve care coordination by making patient records available to providers during transitions of care.
- We will improve public health using disease registries and timely electronic reporting to public health officials.
- We will ensure stronger privacy and security protections for protected health information.

**Meaningful Use: It is the right thing to do for Cone Health**

Meaningful use of the electronic health record is the foundation for achieving our goal of top 10 percent outcomes in our patient-centered, Triple-Aim performance.

- **Quality** – The data captured in Cone HealthLink will provide reports on current performance and drive continuous improvement in the quality of our care.
- **Service** – When we use Cone HealthLink in a meaningful way, our patients, physicians and employees all win. The benefits include better communication among the care team and with our patients. Another big benefit: Patients, staff and providers will have access to the right health information at the right place and the right time.
- **Cost** – If we show Meaningful Use of the electronic medical record in time to receive maximum incentive payments, Cone Health will receive significant reimbursement to partially offset the cost of Cone HealthLink.

**Meaningful Use is not easy**

Meaningful Use is a huge and complicated subject, and the path to Meaningful Use will not be clear sailing. To use our electronic medical record in a meaningful way, we must:

- Ask providers to enter orders electronically.
- Thoroughly document care at the time of service in the appropriate fashion.
- Fully engage our patients in their care by fostering communication with them online through a patient portal.
- Sync our communications with the entire care team.
- Implement clinical protocols and report the results of certain quality indicators to the Center for Medicare & Medicaid Services.
- Redesign numerous patient care and clerical work processes.

---

**Update on Alamance partnership**

According to an update from Tim Rice, Chief Executive Officer, regarding the planned partnership with Alamance Regional Medical Center, the merger agreement will most likely be considered by both boards of trustees and approved later this summer, most likely in August.

“While we had initially planned to finalize a merger this spring, it is taking more time than we anticipated to work through the legal, financial and contractual details in this standard review phase,” Rice says. “We have not encountered any issues or difficulties. It is simply a time-consuming, detailed process to ensure that the partnership will provide the very best healthcare to both of our communities. Following our joint review process, the Federal Trade Commission will conduct a 30-day review, as is standard with any planned merger of this type.”
Kendrick receives award

Cheryl Kendrick, PharmD, Pharmacist, Wesley Long Hospital, has received the Dale Jones Memorial Award for Excellence in Geriatrics from the NC Association of Pharmacists.

Kendrick received the award during the association’s 2012 Chronic Care Practice Forum Meeting in Charlotte. She was chosen for her outstanding commitment to geriatrics and patient care during the course of the year. The award is named in memory of Dale Jones, a long-time member of the association.

Kendrick received her doctor of pharmacy degree from the University of North Carolina at Chapel Hill and is board certified in diabetes, anticoagulation, hyperlipidemia and hypertension.

It’s all about U

Tony Brown, Cardiac Sonographer, Echo Lab, Moses Cone Hospital, recently passed his exam and is now a registered cardiac sonographer through the American Registry for Diagnostic Sonography.

Carrie Stalter, Vascular Sonographer, Vascular Lab, Moses Cone Hospital, recently passed her exam and is now a registered vascular sonographer through the American Registry for Diagnostic Sonography.

Luis Cantu, Logistics and Communication Specialist, Emergency Management Program, has earned the designation Communication Unit Leader. He is one of 30 in the state to earn this federal disaster communications credential and the only one in a hospital setting.

Loraine Chandler, CRNA, Anesthesiology, Wesley Long Hospital, was recognized by the Burlington Times-News as Cook of the Month for March for her efforts to provide meals for those in need. The story and recipes for some of her favorites may be found at thetimesnews.com/articles/help-53618-cloves-serving.html.

Laurie McNichol, RN, Clinical Nurse Specialist/Wound, Ostomy, Continence Nurse, lectured at InterPele 2012, the second International Conference on the Prevention of Skin Lesions: Prevention Without Borders. Her lecture – “Patient Safety: The Role of Medical Adhesives” – was presented in Foz do Iguacu, Brazil, on March 24. She was also asked to author the foreword for the multi-country Latin American Handbook for the Prevention of Skin Lesions, which was released at this meeting.

Chris Wilson, Performance Coach, Organizational Development, and Jami Goldberg, Manager, Organizational Development, presented at the North Carolina Association of Healthcare Access Management spring workshop. The event was attended by healthcare access managers and supervisors from hospitals across the state. The presentation was titled “World Class Leadership: Being a Great Communicator and Having Successful Crucial Conversations.”

Volunteers honored

The Moses H. Cone Memorial Hospital and Wesley Long Hospital celebrated Volunteer Day on April 12 with activities for volunteers, including a trip to Seagrove to visit Luck’s Ware pottery. Some volunteers also chose a round of golf or games at First Baptist Church. The day concluded with an evening social and entertainment.
Foundation promotes health reform discussions

Cone Health Foundation in partnership with The League of Women Voters of the Piedmont Triad recently provided two educational opportunities for the community focused on the Affordable Care Act (ACA).

Adam Linker, policy analyst at the NC Justice Center, discussed the importance of the law to North Carolina and emerging issues that will influence the law’s implementation, including how the competitive insurance marketplace – or the “exchange” – might be established. This session was part of the regular Lunch with the League of Women Voters series held at Holy Trinity Episcopal Church.

Mark Hall, professor of law and a leading healthcare policy scholar at Wake Forest University, talked about the arguments that the Supreme Court recently heard. Hall led the team that wrote and filed a friend of the court brief on behalf of more than 100 health law professors in support of the ACA’s constitutionality. Hall also co-authored the Foundation’s “White Paper on Access to Health Care” and was a member of the panel at November’s T.R. Reid event. Hall spoke during a session held at Women’s Hospital.

Raising money for research

Women’s Hospital raised more than $1,500 this year for the March of Dimes. Helen Mabe, RN, Director, Neonatal Intensive Care Unit, and team captain for this year’s walk, coordinated bake sales, bunny sales and an AmeriCONE Idol competition to raise money for research to stop birth defects. During the competition (at left) Sue Pedaline, Vice President, Nursing and Patient Services, and Robbie Ivey, Mechanic, Plant Operations, performed an impromptu duet. Ivey took top honors in the competition. Want to take a look at the competition? Videos are available on the S drive\Open\AmeriCONE-Idol.
Some believe you never really understand what others go through unless you walk a day in their shoes. The administration and staff at Annie Penn Hospital are putting that theory to the test by doing just that – walking in each other’s shoes.

Mickey Foster, President, Annie Penn Hospital, is sponsoring the “Walk in My Shoes” and “Walk in the President’s Shoes” programs for a second consecutive year to enhance communication and engagement.

Once a month, Foster spends a half-day working in different hospital departments. During the work sessions, staff members share their day-to-day experiences.

“All of us stay extremely busy with our individual jobs, and it is sometimes difficult to connect with one another,” Foster says. “I strongly believe ‘Walk in My Shoes’ gives us all the opportunity to better communicate and further supports our core value of Caring for Each Other.”

Foster also invited 10 staff members to spend a day walking in his shoes. Participants got a glimpse of Foster’s responsibilities as a hospital leader.

“It was an eye-opening experience,” says Jennifer Cooper, Lead CT Technologist, Radiology. “It meant a lot to me that Mickey welcomed us into his world. I respect his role, and I am glad he’s the one wearing the president’s shoes on a daily basis and not me.”

Annie Penn Hospital staff members participating in “Walk in My Shoes” include (front row, from left) Felease Witcher, Lab; Marie Byrd, RN, ICU; Joanna Keith, RN, Emergency Department; Gina Witherspoon, RN, Post Anesthesia Care Unit; and (back row, from left) Mickey Foster; Beth Murray, Occupational Therapist, Physical Therapy; Jennifer Cooper; Avon Duncan, Cook, Nutritional Services; Faye Fields, Nursing Tech, Department 300; and Tracy New, RN, Cancer Center at Annie Penn.

**Cooking classes demonstrate healthy Southern cuisine**

Annie Penn Hospital is doing its part in changing the public perception of hospital food. The hospital has now hosted two cooking classes as part of the Southern Gourmet Cooking lecture series. The classes, taught by Rudy Benallal, Executive Chef, Annie Penn Hospital, focus on how to cook Southern cuisine that is both delicious and healthy.

“We have been extremely pleased with the response from the community,” says Stokes Ann Hunt, RN, Director, Community Outreach. “Some people seem to be surprised that good Southern cooking can also be healthy.”

During the class, Benallal provides a brief overview and prepares the night’s menu, while Jennifer Kayan, Clinical Nutritionist, details the nutritional value of the ingredients.

Participants can then sample everything that is prepared.

“Hosting the cooking classes is not only a great way for us to showcase our hospital, it also represents our dedication to one of the Cone Health values – Caring for our Community,” Hunt says. “Promoting nutritional cooking can have a positive impact on the health of the people in our area.”

Classes are scheduled on June 27, Aug. 29 and Oct. 17.
Teams of nurses, physicians and other volunteers help screen and treat patients at the Missions of Mercy Dental Clinic.

Cone Health volunteers assist at Dental Clinic

More than 700 people received free dental care during the Reidsville Missions of Mercy Dental Clinic sponsored by the NC Dental Society. The clinic was held March 23-24 at Reidsville Christian Church.

More than a quarter of the volunteers who helped at the event were from Cone Health. They provided free dental care to patients who stood in line for hours waiting to be seen.

This is the second time Rockingham County has hosted the clinic.

“We knew there was a need for the clinic to return to Rockingham County,” says Stokes Ann Hunt, RN, Director, Community Outreach, Annie Penn Hospital, “however, we were amazed at this year’s response.”

Internship program provides work experience for students

Volunteer interns at Wesley Long Hospital and the Cone Health Cancer Center are learning the ins and outs of hospital administration through a variety of projects and activities offered during the 20 to 40 hours they volunteer each week.

The program is coordinated by LaVay Lauter, Senior Patient Experience Manager, Office of Patient Experience.

Lauter says the interns participate in patient rounding, which allows them to directly interact with patients and visitors, building relationships as they assess and support needs. As they determine the patients’ level of satisfaction, they are able to report their findings to leadership.

They work on a variety of projects designed to improve the patient experience, including creating and delivering customized inspiration frames, staffing the front lobbies and partnering with the World Class Wesley Committee and Cone Health Cancer Center leadership on designing ways to hardwire AIDET, hourly rounding and other strategic initiatives.

Internships available

While Cone Health internships are unpaid, they offer college students real-life work experience not found in most internship programs. For information, contact LaVay Lauter at lavay.lauter@conehealth.com or call 832-1144 to schedule an interview. A resume and letters of reference should be brought to the interview.
eLink Critical Care ranks high in quality

Cone Health and the eLink Critical Care department ranked No. 2 in overall program performance among 35 reporting eICU programs for the first quarter of 2012.

Philips, the company that provides the eICU system to 44 hospitals across the country, ranks each one on a variety of quality indicators.

For the first quarter of FY 2012, Cone Health ranked third nationwide in blood transfusion threshold compliance and in providing venous thromboembolism prophylaxis to patients. Cone Health also ranked well above average in other quality indicators, including beta blocker use, glycemic control, use of stress ulcer prophylaxis and low number of days patients are on ventilators.

Artwork depicts patients’ journeys

The Cancer Center at Annie Penn Hospital is featuring “Expressions of a Cancer Journey” this year through a sponsorship with the Eli Lilly Oncology on Canvas Art Competition and Exhibition.

The artwork is a tribute to patients who express their journey with cancer through painting or photographs.

More of the art will be exhibited from May 29 through June 4 in the fourth-floor Cancer Center.

Farmer’s Markets continue through summer

The Farmer’s Markets are now open at The Moses H. Cone Memorial Hospital and Wesley Long Hospital on Tuesdays.

At Moses Cone Hospital, merchants are set up outside the entrance to the Atrium from 6:30 a.m. to 1:30 p.m.

At Wesley Long Hospital, the market is open from 10:30 a.m. to 1:30 p.m. outside the Ivy Gift Shoppe.

Athletic trainers group honors Sports Medicine graduates

Two Cone Health sports medicine fellowship graduates have been recognized by the North Carolina Athletic Trainers Association. Josh Bloom, MD, was named “Sports Medicine Person of the Year,” and Kevin Burroughs, MD, received the “Corporate Service Award” on behalf of the Sports Medicine and Injury Center, where he serves as director. The recognitions occurred during the Association’s annual meeting in Wrightsville Beach.

“This reflects the quality of our sports medicine fellowship program as well as the individuals in it,” says Bert Fields, MD, Director, Cone Health Sports Medicine Center. “I am very proud of the contributions that Josh, Kevin and all of our graduates make in the communities they serve.”

More than 40 physicians have graduated from the program since it began in 1992.

Presentations win awards at national AORN meeting

Work by Cone Health nursing staff took honors at the 59th Annual Congress of the Association of periOperative Registered Nurses. A poster presentation titled “ExtraORDinary Learning” submitted by Jen Welch, RN, Operating Room, The Moses H. Cone Memorial Hospital; Debbie Dallas, RN, Operating Room, Annie Penn Hospital; and Terry Wagoner, RN, Operating Room, Moses Cone Hospital, received the Clinical Excellence Award.

A poster presentation titled “Intra-operative Skin Prep: Is There a Difference? A Retrospective Chart Review” received the Research Excellence Award. Contributing to that presentation were Jennifer Zinn, RN, Clinical Nurse Specialist; Jeanne Jenkins, PhD, University of North Carolina at Greensboro; Beverly Harrelson, RN, Clinical Nurse Specialist; Elisa Haynes, RN, Day Surgery Center, Annie Penn Hospital; Sharon McCarter, RN, Director, Neuro Operating Room, Moses Cone Hospital; Cynthia Wrenn, RN, Operating Room, Annie Penn Hospital; Nicole Small, RN, Assistant Director, Endoscopy, Annie Penn Hospital; Vangela Swofford, Quality Initiatives Facilitator, Quality Excellence Initiative; Wayne McFatter, RN, Director, Operating Room, Annie Penn Hospital; and Ashley Olson, RN, Post Anesthesia Care Unit, Women’s Hospital.
Marketing Department wins four awards

The Cone Health Marketing Department has earned four awards — including two gold awards — in the 29th Annual Healthcare Advertising Awards sponsored by Healthcare Marketing Report.

Gold awards were earned for the Cone Health Employee Wellness Calendar (Krames StayWell, vendor) and in the radio advertising series for Cone Health: Network for Exceptional Care (Quixote Group, vendor).

A bronze was awarded in the magazine advertisement series and a merit in magazine advertisement-single categories. The ads were part of the Cone Health branding campaign (Quixote Group, vendor).

“We are very excited about being recognized on a national level for this work,” says Chuck Wallington, Vice President, Marketing. “What makes this even better is that the people we used in our magazine ads and employee wellness calendar were employees. That reflects the excitement and pride that we have for being part of Cone Health. It shows in everything we do.”

The awards are sponsored by Healthcare Marketing Report, the leading publication covering all aspects of healthcare marketing, advertising and strategic business development.

Heart and Stroke Walk scheduled May 19

It is not too late to get involved in the 2012 Heart and Stroke Walk as a team captain, a walk participant or a donor.

The event will be held May 19 at Country Park.

More information is available in the “News You Can Use” on the Cone Health Intranet home page or from Cone Health’s Heart Walk leaders: Sheryl Booth, Director, Cath Lab, at sheryl.booth@conehealth.com or Rich Lundy, Vice President, Heart and Vascular Center/Imaging Services, at rich.lundy@conehealth.com.

Annie Penn Hospital’s Relay for Life team plans May 4 fundraiser

The Relay for Life team at Annie Penn Hospital has already recruited more than 200 members and has held three hospitalwide fundraisers that have netted more than $11,000.

The final fundraiser is set for May 4. It will be a “warm-up lap” in preparation for the May 18 Rockingham County Relay for Life. The event will be from 3 to 7 p.m. on the hospital lawn and is open to the community. There will be games and prizes for the children and musical entertainment from area artists. All money raised during the event will be donated to the American Cancer Society.

“We feel privileged to be able to participate in this year’s Relay for Life,” says Shane Ellis, MRI Tech, Radiology, and co-chair of the team. “No one who has been affected with cancer should walk alone. This is our way of walking with them.”
Harrison Marx-Ascencios from New Garden Friends School presents a bag of books to new father Chris Thorne of Denton.

**Youngsters share books with new parents**

Elementary students from New Garden Friends School visit Women’s Hospital quarterly to share their wisdom on the importance of reading with new parents.

“These are books I liked when I was little,” one youngster told a parent.

The third- and fourth-graders fill bags with books appropriate for newborns through first-graders. The books are new or gently used and are formally presented by the child to the new baby’s parents in their hospital suite.

“They are sometimes very nervous and their ‘speech’ is just priceless,” says Ginger Penley, Director, Volunteer Services.

The children decorate the bags holding the books, and one boy painted a picture of the hospital on his gift bag because his younger brother had spent time in the Neonatal Intensive Care Unit at Women’s Hospital.

The school’s community outreach project was the brainchild of Meg Coscia, a teacher at New Garden Friends School, who wanted to go beyond a typical service project with the kids. Tracy Gregory-Ennis, RN, Endoscopy, LeBauer HealthCare, was a parent of one of the children at the school, and together they brainstormed the idea for the project.

According to Coscia, the project meets multiple needs.

Sharing the importance of reading with these new parents is one benefit. Reading aloud helps babies connect to their parent’s voices and learn sounds needed for speech. Experts say reading aloud is crucial to a child’s development.

Coscia also points to the children’s opportunity to have an early role as mentors as another positive aspect of the program.

“They forget they all started out that small,” Coscia says, explaining how the hospital visit to see a newborn is also a special experience for the gifting child.

**Know the signs, symptoms of stroke**

May is National Stroke Awareness Month. Stroke is the fourth leading cause of death in the United States and the leading cause of adult disability. Familiarize yourself with the signs and symptoms of stroke and **BE FAST** when witnessing these symptoms:

- **Balance** Is there difficulty walking or lack of coordination?
- **Eyes** Is there change in vision, especially difficulty seeing to one side?
- **Face** Does the face appear uneven?
- **Arm** Does one arm drift down?
- **Speech** Does their speech sound strange?
- **Time** Every second brain cells die.

If someone is exhibiting stroke symptoms, note when they last appeared normal.

If their symptoms are within six hours of last appearing normal, activate a Code Stroke by following the emergency protocol. The Moses H. Cone Memorial Hospital Stroke Center urges you to recognize that stroke can happen to anyone.

**Schwartz Center Rounds program to expand**

The Schwartz Center Rounds program at The Moses H. Cone Memorial Hospital will soon expand to Wesley Long Hospital and Annie Penn Hospital as part of Cone Health’s effort to provide compassionate care. Pamela Mann (center), who coordinates the program at Massachusetts General Hospital in Boston, was in Greensboro recently to discuss the program with the leadership of the two hospitals as part of the orientation process. The Schwartz Center Rounds program offers healthcare providers a regularly scheduled time to openly and honestly discuss social and emotional issues that arise in caring for patients. Caregivers share their experiences, thoughts and feelings on thought-provoking topics drawn from actual patient cases.
‘Hannah’s Hope’ project puts preemie in touching teenage role

When Women’s Hospital was in its own infancy, a nurse touched a life that is now touching many more.

Lori Davenport, RN, Perinatal Education, was a nurse in Labor and Delivery when her path crossed – divinely, she will tell you – with Beverly Fowler, who was 22 weeks pregnant with twins and experiencing complications.

Davenport remembers knocking quietly on the door and finding Fowler “lying in bed and crying softly. As I introduced myself, she asked me through the tears if I was a Christian.”

The nurse found the question apropos, given she had been praying for an “attitude adjustment” as she drove to work earlier that morning.

“I pulled a chair up beside her bed and a wonderful friendship blossomed right there in the midst of that storm,” Davenport recalls. “We laughed and prayed together during the time that I cared for her and those precious unborn babies – Hannah and Matthew.”

The expectant mother faced many issues over the course of her stay, and her bond with Davenport strengthened. During Fowler’s 29th week of pregnancy, Hannah’s condition worsened and the twins were delivered. Hannah weighed in at a scant 2 pounds, 6 ounces while brother Matthew weighed 3 pounds, 1 ounce. Hannah was not expected to survive, but, after two months in the Neonatal Intensive Care Unit, both babies were released. Two and a half months later, Hannah began having serious breathing issues. She was airlifted to University of North Carolina Hospitals in critical condition and spent three months in a medically induced coma.

“Hannah was close to death on several occasions, and her family was told that babies who had gone through what she had experienced generally were left with some sort of brain damage. However, little Hannah surprised everyone,” Davenport says. “She was able to come back home two days before her first birthday. Although the struggles for the Fowlers and their twins were far from over, Beverly still managed to send me Christmas pictures of the twins every year for the next three or four years. Then, sadly, in the busyness of life and raising our families, Beverly and I lost touch with one another.”

That changed when Fowler’s brother was an expectant dad taking a tour of Women’s Hospital last year. Davenport and Fowler reconnected, and the mother of now-teenage twins and the former neonatal weekend nurse rekindled their friendship.

In fact, Davenport’s care and concern continues to pay dividends for the hospital. Not only had her support for Fowler made a lasting impression on the parent, the healthy teenage daughter is considering a career in nursing and wanted to do her senior project on preterm infants. Davenport served as her mentor.

“She was given permission to observe an entire series of my childbirth classes, and she was able to be in touch with the right people in the NICU to start her dream here at Women’s Hospital,” Davenport explains.

Hannah Fowler is coordinating a volunteer program called “Hannah’s Hope.” She collects donations such as tissues, lotion and mints to put in care bags for the parents of infants in the NICU. Hannah places a card with her personal story in each bag so that she might share with these parents the hope that her family received from the NICU staff.

Hannah heads off to college this fall, Davenport says, and hopes to become a NICU nurse so she can serve others as she and her family were cared for during her stormy start in life.

Healthy Living Spotlight is an occasional column in Code U that features inspiring stories about employees and their quests for wellness. To submit ideas, email newsletter@conehealth.com.

Ditch the workout, join the party

What is all the craze about Zumba and why is it one of Cone Health’s most popular group exercise programs? Zumba is an exhilarating, effective, easy-to-follow, Latin-inspired, calorie-burning dance party.

Suzy Biller, Employee Performance Coordinator, Human Resources, is a Zumba devotee. “If you like to dance, then Zumba is for you. While you are dancing and enjoying yourself, you don’t realize that you are actually having an intense cardio workout at the same time,” Biller says. “Whether it’s salsa, mambo, merengue or samba, the steps are not hard at all, or you can just follow the instructors. They are very patient and very engaging.”

Wellness Calendar contest deadlines May 31

Have you ever dreamed of being a calendar pin-up? Want to win a $100 Visa gift card? Tell us your wellness success story.

Have you lost weight through Weight Watchers? Are you in better shape from participating in our on-site group exercises classes? Have you gotten your diabetes, cholesterol or blood pressure under control because of Link to Wellness? Did you stop smoking because of Quit Smart? Did you run your first 5K after training with the Women’s Only Running School?

If you benefited from these or any other wellness activity sponsored by the Cone Health Employee Wellness Program, we want to hear about it. Twelve selected winners will each receive a $100 Visa gift card and be featured in our 2013 wellness calendar.

Submit your story in 250 words or less to Becca Jones, Wellness Coordinator, by May 31.

Send via email to becca.jones@conehealth.com or by interoffice mail to Human Resources at Northwood Building. If you have questions about the process, call 832-2590.

Healthy Living Spotlight

Debbie Green

Debbie Green, RN, remembers the words from her doctor that changed her life: “If you don’t change your lifestyle, you won’t have much longer to worry about it because something catastrophic is going to happen to you in the next two years.”

At the time, Green’s cholesterol was 300, and she was taking four blood pressure pills that were at their maximum dosage.

“I couldn’t carry a laundry basket of clothes up and down the stairs or even pick up my grandchildren without feeling tired,” Green says. The idea of not being around to see her grandchildren grow up made Green decide to do something about her weight.

Green made the commitment to compete in last year’s Women’s Only 5K and joined the Women’s Only Running School with her friend Kathy. Having an exercise buddy gave her the strength and encouragement she needed to be successful.

Her healthy living routine now consists of the “triangle”: diet, cardio and strength training. She has lost 50 pounds, her cholesterol is under 160, she’s down to one blood pressure pill and she can lift more weight than her husband. Her next goal is to run in the Red Rock Canyon Marathon in Las Vegas, NV. The first half of the 26.2-mile marathon is uphill. She’s still looking for a buddy to commit to this challenge with her.

For those who want to lose weight and get healthier, Green has some advice:

• The journey of 1,000 miles begins and ends with one step. You just have to get started.
• It is crucial to have a buddy who wants to do the same thing and understands the journey.

More about Debbie Green

Job title
Vice President, Nursing and Patient Services, Annie Penn Hospital

Age
56

Family
Married for 19 years to Mike Green, they have three children – Jon, Jody and Jeff – and three grandchildren – Sarah, Justin and Nathan.

Background
She worked as a Clinical Nurse Specialist for 18 years before being named a Vice President. She holds a bachelor’s degree in nursing from West Virginia University and a master’s degree from the University of Virginia. She is working on her doctorate at the University of Alabama.
Wanted: Walking enthusiasts

Join a Cone Health walking group. Groups meet in the main lobby at each hospital at 7:30 a.m., noon, 3:30 p.m. and 5:15 p.m., rain or shine. There is no need to sign up in advance, just show up at the time and location that is most convenient for you. There will be 10- to 30-minute routes on sidewalks around each hospital campus. All fitness levels and walking paces are welcome.

If you are interested in another time and/or offsite location, contact becca.jones@conehealth.com.

Free chair massages

Beginning May 4, Cone Health employees and volunteers can receive a free chair massage on Fridays from 1 to 3 p.m. or 1 to 3 a.m. Department directors should email Lesley Hobbs at Lesley@kneadedenergy.com or call 273-1260. Massage therapists from Kneaded Energy will come to individual departments so appropriate room arrangements will be needed.

Pinwheels for Prevention

Department 6100-Pediatrics and Pediatric Intensive Care Unit at The Moses H. Cone Memorial Hospital hosted the annual Pinwheels for Prevention event on April 3 in recognition of Child Abuse Prevention Month. Students from Cone Health’s Children’s Corner employee daycare assisted in planting a pinwheel garden. Departments and individuals throughout Cone Health donated the pinwheels for the project.

Gymnastics studio gets AED

Sheryl Booth, Director, Cath Lab, presents an Automated External Defibrillator to Esau Huang, owner of Flip Force Gymnastics. The Cone Health Heart and Vascular Center donated AEDs to facilities where the public gathers, including youth sporting venues.
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

Vicki Sinclair
Rehab Tech, Acute Rehabilitation
Nominated by: Katie Tuttle, RN, Assistant Director, Flexible Resources

Vicki Sinclair received Employee of the Month for caring for a patient’s family to provide the best and most efficient care. As Sinclair worked with a patient, she talked with the patient’s daughter and discovered that she had not been able to visit an area nursing home because of transportation issues. With the patient awaiting placement at a skilled nursing facility and no bed yet chosen, Sinclair recognized an opportunity to “not accept delays in patient care,” Tuttle writes. “She personally escorted the daughter to Heartland Living and Rehabilitation to allow her to tour the facility and then escorted her back to the patient’s room. Vicki’s care extended beyond her assigned duties and included a family as well.”

EXCEPTIONAL PEOPLE
Keith Bailey, Purchasing Agent, Pharmacy
Dee Bottomley, Secretary, Cardiac Rehabilitation
Cynthia Boyd, RN, Department 2000-Heart Unit
Billy Chung, Cardiac Sonographer, Echo Lab
Teresa Jones, Nursing Secretary/Monitor Tech, Flexible Resources
Wanda Nickles, Nursing Tech/Nursing Secretary, Department 4000-Inpatient Rehabilitation
Solestina Petty, Environmental Services Technician, Environmental Services
Julia Saguier, Occupational Therapist, Rehabilitation
Lisa Yarnovich, CT Tech, CT Department

Wesley Long Hospital
Employee of the Month

Stacy Gilbert
RN, 5 East Medical Unit
Nominated by: Chasity Hearn, RN, Assistant Director, 5 East Medical Unit

Stacy Gilbert received Employee of the Month for going the extra mile in caring for a homeless patient. Gilbert knew the patient was close to being discharged and did not have a coat or shoes. “Once her shift ended, Stacey went out and bought the patient a coat and shoes and anonymously delivered them to the patient’s room,” Hearn writes.

EXCEPTIONAL PEOPLE
Korah Bushnell, RN, General Surgery
Jonathan Summers, Supply Tech, Dietary Services
James Winfree, Mechanic, Plant Operations

What winners say

“It gives me great pleasure to work with people who care about what we stand for. I will continue practicing the three ‘Cs’ on and off campus. Working at Cone Health makes me proud.”

– Vicki Sinclair

“I love my job. I think feeling this way helps me do a better job with my co-workers and our patients.”

– Keith Hobbs

“I love babies and enjoy seeing families at such a special time in their lives.”

– Melissa Franco
Melissa Franco received Employee of the Month for her diligence in ensuring a newborn was rescreened for a possible hearing loss. Franco, who performs hearing screenings on all newborns prior to discharge, had noticed that an infant needed to be rescreened but the family was discharged before the screening could be done. She tried to contact the mother and grandmother, but could not reach either of them. She then contacted the baby’s pediatrician trying to get a phone number. When she reached the mother, she explained the situation and made arrangements for the infant to come back in for an outpatient hearing screen. The rescreening showed that the newborn had severe hearing loss in one ear. The child has been referred to Duke University Medical Center for follow-up. “Had Melissa not noticed this, the infant might never have been rescreened and hearing loss would not have been detected until later in life. I think this shows a caring and compassionate spirit and also supports our new Cone Health values of Caring for Our Patients. Melissa did what was right and in the best interest of our most precious patients by going the extra mile and taking time to contact the mother,” Queen writes.

Tammy Wilson received Employee of the Month for ensuring a patient had access to his medicine. A patient was seen on a Friday morning but forgot to request a refill on his pain medication. He couldn’t come to the office to pick up his prescription because he lacked transportation. After she finished work, Wilson took the prescription to the patient's pharmacy for him. “Her kindness and willingness to help prevented the patient from being uncomfortable over the weekend,” Jones writes.

Ryta Ibrahim received Employee of the Month for coming to the aid of a co-worker. Grossman-Orr writes that Monroe always impressed her as being calm, rational and committed to patients. “Recently this became very personal to me. She witnessed a very difficult exchange that I had, immediately came to my side to check on my well-being, and then was instrumental in helping me decide on a course of action, which turned out to be very successful. Her maturity is to be commended.”
Skin Cancer Screenings
Free skin cancer screenings are available to adults and children who have not seen a dermatologist within the last year, have no insurance or cannot afford to see their regular physician. Registration is required. Call 832-8000.
- Saturday, May 5, 9-11 a.m., Cone Health Cancer Center
- Monday, May 7, 6-8 p.m., Cone Health Cancer Center
- Monday, May 14, 5:30-7:30 p.m., Annie Penn Hospital, Fourth-floor Specialty Clinics
- Thursday, May 17, 5:30-7:30 p.m., Annie Penn Hospital, Fourth-floor Specialty Clinics

Step into Spring Trunk Show
Sweet Pea Gift Shop at Women's Hospital sponsors the Step into Spring Trunk show featuring garden and house flags, geraniums and fountains.
Thursday, May 10, 9 a.m.-6 p.m., Main Lobby, Women's Hospital

Modern Approach to Stroke Care
Pramod Sethi, MD, Medical Director, Cone Health Stroke Center, discusses advances in stroke treatment and the modern approach to stroke care. Registration is required. Go to conehealth.com/classes or call 832-8000.
Thursday, May 10, 6-7:30 p.m., The Moses H. Cone Memorial Hospital, AHEC, Rooms 0029-0031

Beyond the Blues … Overcoming Depression
Shawn Godfrey, RN, Vice President, Nursing and Patient Services, Cone Health Behavioral Health Hospital, and Regina Alexander, a Licensed Clinical Social Worker and Counselor, Adult Unit, Behavioral Health Hospital, review the facts about depression and the role of cognitive behavioral therapy in overcoming this common condition. Registration is required. Go to conehealth.com/classes or call 832-8000.
Wednesday, May 23, 6:30-8:30 p.m., Wesley Long Hospital Education Center, Classroom 1

Car Seat 101
Learn how to avoid common mistakes and practice harnessing and installation with a certified child passenger safety technician. Bring your car seat, car seat manual and vehicle instruction manual. Register online at conehealth.com/classes or call 832-8000.
Thursday, May 19, 6:30-7:30 p.m., Cone Health MedCenter Kernersville, 1635 NC 66 South, Health Education Conference Room

Red Hot Mamas: Not Your Average Menopause – Premature, Surgical and Medical Menopause
E. Benita Williams Varnado, MD, with Triad Women's Center, discusses how premature and surgically induced menopause differ from the natural onset of menopause. Registration is required. Go to conehealth.com/classes or call 832-8000.
Tuesday, May 15, 6:30-8 p.m., Women’s Hospital, Classroom 4

Diabetes: Make Meals Easier
Maggie May, RN, Registered Dietitian and Certified Diabetes Educator, Cone Health Nutrition and Diabetes Management Center, discusses how to create healthy meals and make wise choices in restaurants. Registration is required. Go to conehealth.com/classes or call 832-8000.
Wednesday, June 6, 6:30-8 p.m., Moses Cone Hospital, AHEC, Rooms 0029-0031
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
Andy Barrow has been named Vice President, Financial Services. A certified public accountant, he previously served as Corporate Controller at Cape Fear Valley Hospital in Fayetteville. He also has served as Corporate Director, Budget, Reimbursement and Financial Analysis for Suburban Hospital in Bethesda, MD.

Jeff Heffelfinger has been named Executive Director, Medical Oncology Services. Heffelfinger previously served as the Administrative Director of Cancer Programs at Indiana University Health. He also was Executive Director of Oncology at St. Vincent Hospital and Health Services in Indianapolis; Administrative Director at Alamanac Regional Medical Center; and Director of Cancer Care at Adena Health System in Chillicothe, OH.

Cheryl Somers, RN, has been named Executive Director, Emergency Services. Somers has been with Cone Health for 32 years, most recently as Director of CareLink.

Youland Williams, RN, has been named Executive Director of Nursing, Oncology Services. She has served as the Department Director of Inpatient Oncology and Palliative Care since 2004. Previously, she was the Interim Director of Service Excellence. She also has served as the Director of Oncology and Hospice Departments. She started her career at Cone Health in 1990.

Janice Gasaway, RN, has been named Director, Quality and Safety, Cone Physician Network. She previously served as Quality Performance Manager for physician practices, including the emerging Triad HealthCare Network.

Kathleen Kohut, RN, has been named Director, Infection Prevention. Kohut was previously with the NCH Healthcare System in Naples, FL, where she established infection prevention programs in newly acquired ambulatory and physician practices, resulting in Joint Commission accreditation with zero Requirement for Improvements (RFIs).

Jan Teal, RN, has been named Director, Inpatient Rehabilitation. Teal joined Cone Health in 2008 and has served in various roles, including Coordinator of the GAP Program; Assistant Director, Department 3100; and Interim Director, Inpatient Rehabilitation.

Zack Brooks, Licensed Clinical Social Worker, has been named Assistant Director, Clinical Social Work Department. He has been with Cone Health for 12 years, most recently in a floating clinical social worker role.

Read code U
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 April:
Sean Boisvert, Security Officer, Wesley Long Hospital; Tyleen McDowell, Admission Services Associate, Emergency Department Registration, Wesley Long Hospital; Patricia Michael, PBX Operator, Communications; Juanita Davis, Office Assistant, LeBauer Pulmonary; and Brenda Keys, RN, Medical/Surgical Intensive Care Unit, Women’s Hospital.

This month’s quiz:
1. When will the final beam be placed in the construction of the North Tower?
2. What is the theme for this year’s Cone Health Week?
3. Name one Employee of the Year.
4. When are the boards of trustees for Cone Health and Alamance Regional Medical Center expected to vote on the partnership?
5. What is Terry Akin’s new title?

Janice Gasaway, RN, has been named Director, Quality and Safety, Cone Physician Network. She previously served as Quality Performance Manager for physician practices, including the emerging Triad HealthCare Network.

Kathleen Kohut, RN, has been named Director, Infection Prevention. Kohut was previously with the NCH Healthcare System in Naples, FL, where she established infection prevention programs in newly acquired ambulatory and physician practices, resulting in Joint Commission accreditation with zero Requirement for Improvements (RFIs).

Jan Teal, RN, has been named Director, Inpatient Rehabilitation. Teal joined Cone Health in 2008 and has served in various roles, including Coordinator of the GAP Program; Assistant Director, Department 3100; and Interim Director, Inpatient Rehabilitation.

Zack Brooks, Licensed Clinical Social Worker, has been named Assistant Director, Clinical Social Work Department. He has been with Cone Health for 12 years, most recently in a floating clinical social worker role.

Send your entries via interoffice mail to Marketing, Administrative Services Building, by May 15. All correct entries will be placed into a random drawing, and five meal-ticket winners will be announced in the June 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.

**ANSWERS**

1. 
2. 
3. 
4. 
5. 

__________________________
Name

__________________________
Department, Campus

__________________________
Phone