Employees of Moses Cone Health System have a new place to purchase produce as farmers markets have opened on the hospital campuses. The markets allow employees to buy healthy, fresh produce conveniently right where they work. Most of the produce is grown locally. Becca Jones, Wellness Coordinator, Moses Cone Health System, applauds the effort. “Having fresh produce available improves access to healthy foods so that employees can make healthier food choices,” Jones says. “Locally grown, seasonal fruits and vegetables are more nutritious because they come to your table soon after being picked.”

Volunteer Services organized the market at The Moses H. Cone Memorial Hospital, and Mike Faucette of Faucette Farms runs it. Faucette plans to continue the market outside the Atrium entrance throughout the fall or until it gets too cold for him to stand outside, he says. Last year, the market remained open until late December.

The produce selection varies each week depending on what is in season, but recent examples include tomatoes, corn, peppers, zucchini, blueberries and peaches. Faucette even had cheese, peanuts and jam for sale. “We are certified organic farmers,” he says. “Everything for sale is fresh from the farm each week.”

Phyllis Mitchell, Gift Shop Manager, The Women’s Hospital of Greensboro, has made organic vegetables available for sale in the Sweet Pea Gift Shop. She also plans to sell sandwich spreads, rolls and homemade cinnamon rolls one day a week.

Annie Penn Hospital offers a farmers market organized by Terri Ratliff, Director, Nutritional Services. Jimmy Strader, a local farmer, brings his produce as well as that of other area farmers. Offerings have included local honey, tomatoes, corn, red potatoes, squash, zucchini, onions, blueberries, cabbage, green peppers and various varieties of green beans.

Wesley Long Community Hospital is looking into offering fresh produce as well, says Robert Bessey, Director, Volunteer Services. The markets have been well received by employees, and the organizers plan to continue them as long as employees remain interested. “I think it’s a wonderful benefit,” Jones adds. “I hope the staff will take advantage of having delicious, affordable, fresh produce available here at the worksite.”
Hungry? Cafeteria Menus Are Posted on the Intranet

Want to know what food items are being served in the cafeteria?

Open the Moses Cone Health System Intranet Homepage, look for the Cafeteria Menus heading on the right side of the page, then select your campus of interest.

Please note that The Moses H. Cone Memorial Hospital Atrium Cafe menu is listed under Moses Cone Hospital. Check out the menus ahead of time so that you can make a healthy choice.

NEW VALIC Seminars Planned for August

Save the date – VALIC will conduct seminars on “Planning for Financial Security.”

The seminars will focus on the need to establish and maintain an age- and risk-appropriate investment strategy to help provide needed income throughout retirement.

Each attendee will receive a workbook that contains additional reference information as well as exercises and worksheets to help you in retirement planning.

Registration is recommended and can be done online. Online registration will open approximately two weeks before each session. Go to www.valic.com, click “Seminar Registration” and register using the code given below.

Here are the sessions planned for August:

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annie Penn Hospital Registration Code MCHGRE11AD</td>
<td>Aug. 12</td>
<td>2-3 p.m.</td>
<td>Dining Room</td>
<td>Kevin Hanner</td>
</tr>
<tr>
<td>The Moses H. Cone Memorial Hospital Registration Code MCHGRE11AC</td>
<td>Aug. 18</td>
<td>2-3 p.m.</td>
<td>Heart and Vascular Center Conference Room</td>
<td>David Dupont</td>
</tr>
<tr>
<td>The Women’s Hospital of Greensboro Registration Code MCHGRE11AD</td>
<td>Aug. 19</td>
<td>7:30-8:30 a.m.</td>
<td>Classroom 5</td>
<td>Kevin Hanner</td>
</tr>
<tr>
<td>Wesley Long Community Hospital Registration Code MCHGRE11AD</td>
<td>Aug. 20</td>
<td>Noon-1 p.m.</td>
<td>Classroom 3</td>
<td>Kevin Hanner</td>
</tr>
</tbody>
</table>

Healthy Pregnancy Program Class Begins Aug. 9

Med-Link will offer its next initial class for the Healthy Pregnancy Program from 7 to 9 p.m. Aug. 9 in Classroom 5 at The Women’s Hospital of Greensboro.

Members of the Moses Cone Health System health insurance plan who complete the series of classes are eligible for significant discounts on prenatal care from their physician and delivery at The Women’s Hospital.

For more information, call Med-Link at 852-3871 or see the Benefits Books online.
Emergency Department Improves Efficiencies

Staff and physicians in the Wesley Long Community Hospital Emergency Department are working to decrease the rate of patients leaving without being seen, and the efforts are paying off.

While 3.52 percent of patients left without being seen in June 2009, this rate dropped to 1.65 percent in June 2010.

“These are actual patients who present at triage and get entered into the computer,” says Jessica Wilburn, RN, Director, Emergency Department, Wesley Long Community Hospital. “They may or may not be triaged by the nurse before they decide to leave, and they never see a physician or provider. This is scary because some of these patients can be very sick.”

The staff has made several changes that led to the improvement.

In January, physicians began medically screening patients at triage to reach more patients. Designating a separate Fast Track area also reduced congestion.

In March, a separate Psychiatric Emergency Department opened for patients who have psychiatric disorders or substance abuse issues. Previously, it could take between four hours and seven days to treat psychiatric emergency patients and find them hospital beds. This created a bottleneck for the department.

“Opening up these separate areas helps with the overall flow of the department and allows us to turn over the beds more quickly, so we can get the patients back to see physicians,” Wilburn says.

In addition, the partnership between the Health System and Wake Forest University Baptist Medical Center has resulted in the appointment of a medical director and an assistant medical director at each Emergency Department.

The growing relationship between the physician leadership group and the emergency departments has been a major factor in improving the speed and efficiency of patient care, Wilburn adds. The leadership of Kevin Steinl, MD, and Anthony Allen, MD, contributed greatly.

The directors meet at least once a month to ensure quality care and productivity. This physician leadership group also meets with Emergency Department leaders to discuss ways to improve the department for patients.

“They are very involved with meeting with us, being visible and really helping us with some of these challenges,” Wilburn says. “These changes are all working extremely well. I am proud to say that my department has decreased the leaving-without-being-seen rate from 2.86 percent in the 2009 fiscal year to 2.06 percent so far in the 2010 fiscal year. We will continue to monitor our efforts to ensure this good work continues.”
For the second consecutive year, Moses Cone Health System has 18 of the Great 100 Nurses in North Carolina.

“It is an honor – both for these nurses and for Moses Cone Health System – to be named to this prestigious list,” says Joan Wessman, Executive Vice President and Chief Nursing Officer. “They are leaders in our profession and set the standard in delivering exceptional patient care every day.”

The Great 100 nurses include:

Thresa Brown, Clinical Nurse Specialist, Clinical Nursing Support, Annie Penn Hospital.

Lyndsey Currin, RN, Department 4 East, Wesley Long Community Hospital.

Richard Diehl, RN, Palliative Care, Wesley Long Community Hospital.

Peggy Eller, RN, Department 5500, The Moses H. Cone Memorial Hospital.

Amanda French, Clinical Nurse Specialist, Clinical Nursing Support.

Connette Gill, RN, Flexible Resources, Moses Cone Hospital.

Debbie Green, Vice President, Nursing/Patient Services, Annie Penn Hospital.

Kathy Haddix-Hill, Vice President, Emergency Services, Moses Cone Health System.

Beverly Harrelson, Clinical Nurse Specialist, Clinical Nursing Support.

Joseph Joyce, Certified Registered Nurse Anesthetist, Anesthesia, Wesley Long Community Hospital.

Tina Miller, RN, Department 4 East, Wesley Long Community Hospital.

Karen Mueller, Assistant Director, ICU/Step-down, Wesley Long Community Hospital.

Julie O’Neal, RN, Departments 2500/2600, Moses Cone Hospital.

Marsena Pardee, Clinical Nurse Specialist/Coordinator Inpatient Diabetes Program, Nursing Administration.

Jean Reinaert, Faculty Nursing Consultant, Nurse Education.

Farrah Tarpley, Care Coordinator, Department 3700, Moses Cone Hospital.

Rebecca Yow, RN, Department 3 East, Wesley Long Community Hospital.

Jennifer Zinn, Clinical Nurse Specialist, Clinical Nursing Support.

For the complete list, go to: www.great100.org.

Blue Cross and Blue Shield of North Carolina has designated Wesley Long Community Hospital as a Blue Distinction Center for Bariatric Surgery.

Obesity is widely recognized as a contributor to serious health risks. According to the Agency for Healthcare Research and Quality, the total number of bariatric surgeries increased 400 percent from 1998 to 2004. Bariatric surgery may help some people reduce extreme obesity and its associated health risks. The Blue Distinction designation is designed to provide objective information to help people make informed decisions when choosing a provider.

“Today, people seeking medical care are interested in quality service. Designation as a Blue Distinction Center for Bariatric Surgery reassures patients that they will receive high quality care,” says Jeannie Wilson, RN, Bariatric Surgery Program Specialist, Wesley Long Community Hospital. “It’s great to have outside validation that our patients get the high quality services they need before, during and after their surgery right here in their own community.”

The Bariatric Surgery Program at Wesley Long Community Hospital provides a full range of services, including inpatient care, post-operative care, outpatient follow-up and patient education.

“Blue Distinction puts a high value on research and evidence-based health and medical information,” says Allan Korn, MD, Blue Cross and Blue Shield Association Chief Medical Officer. “Blue Distinction Centers show our commitment to working with doctors and hospitals in communities across the country to identify leading institutions that meet clinically validated quality standards and deliver better overall outcomes in patient care.”

To be designated as a Blue Distinction Center for Bariatric Surgery, the Bariatric Surgery Program at Wesley Long Hospital met the selection criteria posted at www.BCBS.com, which includes:

• The performance of at least 125 such surgeries annually.
• Appropriate experience of its bariatric surgery team.
• Being an acute care inpatient facility, including offering intensive care and emergency services.
• Full accreditation by The Joint Commission, Healthcare Facilities Accreditation Program (HFAP) or national equivalent.
• Having a comprehensive quality management program.

More than 800 Blue Distinction Center designations have been awarded to facilities nationwide, providing consumers with a framework for making informed decisions on where to go for specialty care in the areas of bariatric surgery, cardiac care, complex and rare cancers and transplants.
Benchmarking Work Progresses Systemwide

The benchmarking project is moving forward at Moses Cone Health System. Decisions on restructuring the departments involved are expected within the next four to six weeks.

The Health System began the project in an effort to compare 27 support departments against national benchmarks to ensure they are operating as efficiently as possible. It follows a similar initiative led by Delta Health Systems, which restructured several nursing departments.

“We recognize that this can be a difficult process. However, we must enhance efficiency in times of strength in order to serve our mission, preserve jobs, continue fiscal health and avoid the crisis situations that have occurred in many health systems across the country,” says Noel Burt, Chief Human Resources Officer. “As with the Delta initiative and other efforts, we are doing this not because we have to but because it is the right thing to do for the long-term success of our health system. We have committed to no layoffs as a result of this initiative, and any job changes will be resolved through attrition or reassignment.”

After 30 days of reviewing data and working on analyses, the benchmarking team has identified departments that are both more and less efficient than comparable departments in the national Thomson Reuters database.

Of the 27 departments rated, 11 were found to be very efficient, 12 were rated average in efficiency, and four were rated less efficient, with significant room to improve.

Directors in all affected departments have their data and know their standing regarding the efficiency range. The Executive Vice President has worked with directors and vice presidents to review action plans for all 16 affected departments, and so far, the team has identified 22.4 FTE reductions. The effort is expected to save the Health System more than $500,000 without any layoffs as a result.

The next step will be to apply key metrics and ratios to other similar departments Systemwide, as appropriate. The directors of those departments will be contacted before the work begins.

“Benchmarking, as a concept, is not going to go away, and we must always challenge ourselves to be as efficient as possible while ensuring the best quality healthcare,” Burt says. “It is a balancing act, but one that will position us for continued success.”

Press Ganey to Survey Patients, Help with Improvements

As part of its effort to be a national leader in quality, service and cost, Moses Cone Health System is joining with Press Ganey to administer patient satisfaction surveys.

“Working with Press Ganey allows us to compare ourselves with the largest database in the country. They are really the gold standard for patient satisfaction data,” says Joan Wessman, Executive Vice President and Chief Nursing Officer. “We want to compare ourselves to the very best, and we think Press Ganey gives us that. This will help us advance our goal to be a national leader.”

As part of the contract, the Health System also will have the opportunity to work with a performance improvement team from Press Ganey, which will offer suggestions and direction toward improving patient satisfaction.

Wessman says she expects the survey response rates will be higher because the Press Ganey survey is done through the mail rather than on the telephone. She expects to receive the first patient satisfaction data from the new survey in August.

Press Ganey also will administer the employee opinion survey and the physician satisfaction survey later this year.

Hospital Recognized for Value

The Moses H. Cone Memorial Hospital has been recognized as one of the top 100 hospitals in the nation for the value it provides to the community.

The ranking comes from Cleverley + Associates, a leading healthcare financial consulting firm specializing in operational benchmarking and performance enhancement strategies. The group released the findings as part of its new publication: State of the Hospital Industry - 2010 Edition.

“Each day we work very hard on being a leader in quality, service and cost,” says Tim Rice, President and CEO, Moses Cone Health System. “This recognition shows how that work pays off for our patients and our community.”

Written by William O. Cleverley, PhD, a noted expert in healthcare finance, the State of the Hospital Industry reports selected measures of hospital financial performance and discusses the critical factors that lie behind them. The publication focuses on the U.S. acute-care hospital industry over a three-year period (2006-2008).
New Computer System, PAL Rules and the Strategic Plan:
COO Shares Updates at Brown Bag Lunch

_Terry Akin, Chief Operating Officer_, recently answered your questions during a brown bag lunch at Annie Penn Hospital. Here’s what he had to say:

**Q** How does the new strategic plan impact staff?

**A** We’re charting a new course for the Health System, and Annie Penn Hospital figures prominently in that. As part of our new vision, Moses Cone Health System will be a national leader in providing measurably superior healthcare. We’ll be the system where others come to see how it’s done. That’s a big aspiration, but I really believe we have the potential to get there. We’ll have to look critically at how we do our work and decide how we can get to the next level. The way we measure this is called Triple Aim – quality, service and cost. We’ll be changing the way we set our goals as a System, as hospitals, as departments and as employees. Every person can help us get there.

**Q** We have more and more psychiatric patients coming through the Emergency Department. What are we doing to prepare Security and staff to handle this? Can we provide specialized training?

**A** Across the country, mental health services are suffering from lack of resources. That means these patients are coming to our Emergency Departments, often in acute crisis. _Troy Chisolm, President, Behavioral Health Center_, is helping us look at creating the right programs to triage these patients and get them appropriate treatments. This may include developing new settings for acute services and outpatient services. Wesley Long Community Hospital has added a new psychiatric holding area (see article, page 3) and increased Security. We are also considering a proposal to train Emergency Department and Security staff in techniques used at the Behavioral Health Center. I wish I could tell you there’s an easy solution. What you just described is something Emergency Departments across the country are facing, and, unfortunately, I don’t see real relief in sight.

**Q** When will the benchmarking effort be complete and when will the associated hold on hiring be lifted?

**A** We’re comparing our staffing levels with best practices nationwide. In general, that’s not going to go away. We’ll have to continually challenge ourselves. Currently, we’re looking at a number of departments that didn’t go through Delta. That process should be complete in four to six weeks (see article, page 5). If there is a position on hold that is critical to patient care, please talk to your supervisor or your hospital president about your concern.

**Q** What’s your vision on physician recruitment in Reidsville?

**A** This is among the most important issues for Annie Penn Hospital. First, we have to make sure we’ve got a strong hospitalist program, as this is a selling point for physicians to come into a community. To that end, we have made a sizable investment to bring our hospitalist program in-house across the System. We will have six full-time physicians along with nurse practitioners. Physicians can take comfort knowing that if they refer patients here, our hospitalists will admit the patients and specialists will consult.

Right now, we have several physicians who have accepted jobs, and I expect you’ll see things really coming together over the next three to six months. _Mickey Foster, President, Annie Penn Hospital_, is working with others to recruit new physicians, to encourage Greensboro doctors to rotate up here and even to consider the possibility of medical residents coming to Annie Penn Hospital.
AUGUST 2010

Q Requiring employees to take a certain amount of PAL — and also requiring offices to close on holidays — is really impacting staff. Many of us have low PAL balances, and we worry what will happen if we get sick. Has the economy turned around enough so that we can start building back PAL balances?

A We’ll take a look at this. As things get tight financially, organizations have to tighten their belts, and our staff has really helped with this. But I do think it’s always about striking a balance, and there are limits. Whether it’s looking at annual merit increases or how we manage PAL, I think all of that needs to be reviewed regularly. Let’s face it, the last thing we want to do is have repeated years where we don’t have merit increases. We have got to maintain the morale and spirit of our workforce, support work/life balance, provide high-quality patient care and be cost effective. It’s a balancing act.

Q What’s the latest with Electronic Health Records?

A Five or six years ago we made a big investment with GE (which offered products like IDX and Centricity), and we committed to work with them to develop a fully integrated health record. It has become apparent that this will not be possible. So as a result, we have multiple systems that don’t talk to each other. That’s not going to set us up to be a top performer in the nation. In the Information Technology environment, there’s one company that has emerged head and shoulders above the rest. That is Epic. In fact, in the last 40 competitive bid processes around the country, Epic has won all of them. In late July, we went to the Board of Trustees to request approval to proceed with Epic. There will be a significant investment to convert our systems, and we expect this will take two to two-and-a-half years.

Let me stress that this is not a Management Systems project. It’s really about the way we transform our work. We’re going to have to engage everyone at some level. It’s going to be a challenge, but it’s very exciting.

Q Is there physician support for Epic?

A Ninety-eight to 99 percent of physicians who see a demonstration and fill out an evaluation form are extremely favorable and support it. Once they’ve had a chance to see the system’s capabilities, they get really excited. Certainly, for those who have a GE or other system in place in their offices, there’s a bit of frustration. However, we have told these physician practices that we will offset their cost to switch to Epic and we are working on the details for a plan to do that. We will also support physician practices that do not have a system in place by helping them implement Epic.

Q I was visiting a family member at a hospital that had Epic. The staff there loved it and said that it was very user-friendly.

A That’s what we’ve heard and observed. I came from a system that implemented Epic a couple of years ago, and I really do think it offers us the best chance for success.

continued on page 8
Want to Go?

Mark your calendars for one of the next brown bag lunches with Terry Akin, Chief Operating Officer. Bring your lunch; he’ll provide the drinks. The sessions are from noon to 1:30 p.m.

Sept. 9 Wesley Long Community Hospital Classroom 1
Nov. 8 The Moses H. Cone Memorial Hospital Room 1040

Cardiac Bowl Planned for Aug. 30

Greensboro AHEC and the Moses Cone Health System Heart and Vascular Center will hold the 2010 Cardiac Bowl on Monday, Aug. 30, in AHEC Classroom 0030 at The Moses H. Cone Memorial Hospital.

Participants will be able to watch a trivia game show, learn about cardiovascular disease and earn continuing education credit in a fun-filled interactive format. Participants will also have the opportunity to win great prizes.

The cost to register is $50, which includes CE credit, continental breakfast and lunch. Please visit www.gahec.org to register.

Free gallery seats will be available for Health System employees who are not able to register for the event but would like to drop in to learn more about cardiovascular disease and watch the teams compete. No CE credit, breakfast or lunch will be provided for gallery participants.

For additional information, contact Belinda Hammond, Clinical Nurse Educator, at belinda.hammond@mosescone.com.

Nurse Donates Equipment to Help Patient

Relationship Based Care is not just about going the extra mile. It’s about adding that personal touch, building a relationship and making it special. Beverly Nanney, RN, Wesley Long Community Hospital, recently went above and beyond a patient’s expectations for care.

A relative of Michelle Reece, Nurse Recruiter, was on the receiving end of Nanney’s care.

Nanney struck up a conversation with the patient as he was leaving the hospital and asked what equipment he would need to assist him after surgery. Upon hearing that he would need a walker, Nanney offered to give him one she had that previously belonged to her parents.

“Knowing that the walker had belonged to her parents, it really touched me that she would give it away,” Reece says. “It really touched all of us.”

Nanney had been planning to donate the equipment, but she was waiting to see if she came across someone in need.

“She made a point to drive all the way to his house,” Reece recalls. “I think she truly exemplified RBC because she formed a relationship with a patient and then made it personal.”
In Scrubs for a Day

Terry Akin, Chief Operating Officer, recently shadowed nursing staff on Department 4700 at The Moses H. Cone Memorial Hospital.

He answered call lights, transported a patient and met with staff. “The staff commented on how nice it was for someone in leadership to be engaged with them,” says Dennis Campbell, RN, Director, Department 4700.

Akin said he was reminded how remarkable the nursing staff is in bringing their “whole selves” to their work. “They have to apply clinical skills and keep up with multiple complex issues in several patients simultaneously,” he said. “They are called upon to deal with unexpected requests and interruptions. Relationships and teamwork are key for them within nursing, with physicians and across disciplines. They do all of this while keeping their hearts engaged, being passionate about their work and providing compassion at the bedside. These are noble individuals making a profound difference in the lives of others. The profession has my utmost respect and admiration.”

Akin regularly shadows staff throughout the Health System in order to get to know employees better and immerse himself in hospital operations.

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Cone Share Scorecard (Year to Date)

<table>
<thead>
<tr>
<th>Goal</th>
<th>YTD June Results</th>
<th>Goal Not Met</th>
<th>Goal Met at Lower “Threshold”*</th>
<th>Goal Met at Higher “Target”</th>
<th>Cone Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FINANCE GOAL</strong></td>
<td>Operating Surplus must be at least $600,000 for any bonus to be paid.</td>
<td>(-$1.08 million)*</td>
<td>✔</td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td><strong>QUALITY GOAL</strong></td>
<td>Eliminating Patient Harm(^1) (Goal - 132)</td>
<td>201</td>
<td>✔</td>
<td></td>
<td>–</td>
</tr>
<tr>
<td><strong>PATIENT SATISFACTION GOAL</strong></td>
<td>Overall Patient Satisfaction(^2) (Goal - 85.82)</td>
<td>83.75</td>
<td>✔</td>
<td></td>
<td>–</td>
</tr>
<tr>
<td><strong>CONE SHARE PROJECTION (YTD)</strong>(^*)**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
</tr>
</tbody>
</table>

1 Eliminating Patient Harm looks at five categories that are commonly tracked to monitor patient safety – falls with injury, pressure ulcers, device infections (ventilator-associated pneumonia, central line bloodstream infections and catheter-associated urinary tract infections), non-device MRSA and sentinel events. This goal will be reported in actual numbers, not percentages, to indicate the actual number of incidents in Health System facilities. A lower number is better.

2 Overall Patient Satisfaction looks at six categories that impact a patient’s stay: care from nurses, care from doctors, hospital environment, experiences while in the hospital, leaving the hospital and overall experience. A higher number is better.

* Progress is being made. The System made gains toward meeting budget in both May and June, but more progress needs to be made to reach the goal.

** For bonus to be paid, operating surplus must be at least $600,000. Half of that year-end surplus will be shared equally among approximately 7,200 employees. All information is year-to-date and could change by the end of the fiscal year. For the complete formula of how the Cone Share Projection is calculated, go to the Intranet and click on Cone Share.
Magnet Celebrations Planned

Magnet celebrations are planned for the week of Aug. 17 to celebrate the one-year anniversary of Moses Cone Health System achieving re-designation.

The committee will bring the celebration to staff, across departments and disciplines, as well as share information about the new Magnet model and how you can help the System achieve its mission of delivering exceptional patient care.

Also, posters and badge inserts will be distributed with information about the new Magnet model.

Look for celebrations on the following dates:

**Monday, Aug. 16**
Annie Penn Hospital and Moses Cone Health System Behavioral Health Center.

**Tuesday, Aug. 17**
The Moses H. Cone Memorial Hospital, Moses Cone Surgery Center, Urgent Care Center, LeBauer HeartCare, and all locations around the Moses Cone Hospital campus.

**Wednesday, Aug. 18**
Wesley Long Community Hospital, Moses Cone Regional Cancer Center, Wesley Long Surgery Center and LeBauer HealthCare at Elam.

**Thursday, Aug. 19**
The Women’s Hospital of Greensboro and the Administrative Services Building.

**Friday, Aug. 20**
MedCenter High Point and MedCenter Kernersville.

**Saturday, Aug. 21**
All sites.

Susan Thorburn, Assistant Teacher, Kids Connection, is shown with one of her original students from the Infant Room. D’Andre’ Wright, the son of Karen Wright, Secretary, Internal Medicine, Moses Cone Hospital, is now a rising senior at Greensboro College.

Kids Connection Marks 20 Years

The Kids Connection childcare center at Wesley Long Community Hospital recently marked 20 years of caring for the children and grandchildren of employees. Staff held a party for students and alumni, complete with a moon bounce, a petting zoo and refreshments, which the 2-year-old class especially enjoyed (above).
We’ve Got You Covered

Leadership at The Moses H. Cone Memorial Hospital wants to make sure you stay dry, especially now that the pedestrian bridge from the staff parking deck is gone.

On July 17, leadership began a program to loan umbrellas to employees as they walk from the staff parking deck to the hospital.

Staff and physicians who may have forgotten their umbrella can pick one up on one side, use it to cross in the rain, and then deposit it back in a designated container on the other side.

“In using this honor system, we can continue to take care of each other by ensuring an umbrella is always available to ‘keep you covered’ when needed,” says Debbie Grant, Vice President, Nursing and Patient Services, Moses Cone Hospital.

The bridge came down on July 17.

Health Services Team Nabs a Thief

Catching thieves isn’t part of the job at Moses Cone Health System, but that’s exactly what a group of Health Services employees did recently.

The Property Management department helped police catch a man who was stealing valuable copper parts from some air-conditioning units at the Adams Farm Medical Park.

After several previous thefts, Jit Green, Property and Lease Manager, Health Services, and Eric White, Mechanic, Property Management, expected the thief would return. They posted an infrared wilderness camera, similar to the kind used by deer hunters, outside the building.

The would-be thief did come back and when he did, the motion sensor camera caught him on tape. Green and White worked with the Greensboro Police Department and an area recycling materials company to identify the man in the video footage. He has been charged in the incident, Green says.

She says the cameras are a worthwhile investment. She estimates the thefts cost the Health System about $42,000, when considering the cost to replace the air conditioners. The team plans to use the cameras again to prevent similar thefts in Health System Property Management buildings.

Employee and Merchant Join Forces to Offer Wigs to Cancer Patients

The Regional Cancer Center now offers free wigs to patients suffering from hair loss due to cancer treatments, thanks to a partnership between staff and a local merchant.

Hair is often a source of self-confidence and identity for individuals. So when cancer patients experience hair loss from treatments such as chemotherapy, they can lose their sense of self as well. Wearing a wig, however, can reinstate a bit of confidence.

“Wearing a wig, or hair prosthesis, may help patients feel like their old selves again — healthy people you wouldn’t recognize as being sick,” says Joanna Saporito, Clinical Social Worker, Regional Cancer Center. “Wigs for cancer patients can offer a sense of empowerment during a very scary, uncontrollable time.”

The Regional Cancer Center now has almost 200 wigs and will be purchasing more within the next few months. It also receives new and used donated wigs that are cleaned and well manicured.

“Many of our patients are unable to drive or do not have access to transportation, so we are a ‘one stop shop’ for them,” Saporito says. “We are also able to assist them in picking out the wig of their choice. Everything is free of charge.”

Before being able to offer wigs to patients, the Regional Cancer Center referred patients to the American Cancer Society or offered them financial assistance to purchase wigs.

“The staff at the Cancer Center really cares about their patients and wants them to know that they are not alone during their journeys,” says Joyce Womack, Phlebotomist, Regional Cancer Center, who helped make this service possible.

“Joyce is extremely caring and compassionate and realized the impact that hair loss has on our patients,” Saporito says. “She was concerned that our patients would not have access to community agencies and resources, nor would they know what resources were available.”

The wigs were made available by a generous donation from two stores – Wigs, Hats & Accessories and Beauty World.
Quality Counts

Team Looks at Transfer of Patient Information on Admission

As Moses Cone Health System continues to work on being a national leader in quality, service and cost, a team is examining how information is transferred when patients are admitted from the Emergency Department.

The team is divided into four groups that are looking at:
- The admission orders and how patients are assigned to beds.
- Orders and assessments completed in the Emergency Department.
- The completion of information vital to the transfer process.
- The actual transfer process, including when the patient arrives at the next level or department of care.

Team members have observed the process, reviewed research and benchmarking data, asked staff what the gaps were, and brainstormed techniques to identify areas of improvement.

“We have had several a-ha moments, including discovering that there are sometimes many forms for the same process,” says Marion Martin, RN, Executive Director, Quality and Patient Safety. “Also, many times, departments have different processes for patients entering their care.”

Joan Wessman, Executive Vice President and Chief Nursing Officer, says she has been impressed with the focus and energy of this group. “I look forward to seeing how this group delves into the process and improves this key element in patient care and staff satisfaction,” she says.

The Quality Team is multidisciplinary and includes staff from Triad Hospitalists, Environmental Services, Patient Placement, inpatient Nursing staff, Nursing leadership, Radiology, the Emergency Department, the Rapid Response Team, Clinical Informatics and the Medical Library.

Once this phase of the project is complete, the Quality Department will form a group to work on the inpatient transfer process.

Just Who are Black Belts?

Do you know what “Black Belts” are? Do you know what they do? If not, you’re not alone.

Moses Cone Health System Black Belts would like you to know a little more about their role here.

Black Belts are experts in Lean Six Sigma, which is a quality and business management strategy that started decades ago in the automobile industry, especially with Ford and Toyota.

It seeks to improve the quality of products by identifying and removing the causes of errors in processes, reducing waste, lessening the amount a process varies, increasing efficiency and eliminating actions that don’t add value.

The Health System focuses more on using Lean principles than Six Sigma ones because they’re easier for everyone to understand and extremely effective in healthcare. Black Belt experts can help drive performance improvement in an environment with an increasing focus on regulations, patient safety, “never events,” core measures and pay-for-performance measures.

The Health System has several Quality Black Belts – including Kendall Johnson, Mark Maxwell, James Sidden and Julie Barker – who work in the Northwood building. Johnson, Sidden and Barker are statistical and data analysis experts, and Maxwell is the Lean expert. The team members’ backgrounds vary and include experience as industrial engineers, aerospace quality engineers, finance, clinical work and program management.

Together, the four Black Belts have 70 years of Lean Six Sigma experience.

Marion Martin, RN, Executive Director, Quality and Patient Safety, also has Black Belt certification.

So how do you deploy efficiency measures and enlist Black Belts in helping you achieve success? First, contact Johnson or Martin to get your department on the list. You can also contact them if you are interested in a career as a Lean Six Sigma efficiency expert, and they will be happy to give you guidance and support.
Recipe for Success:
Blending Roles to Meet Core Measures

As Moses Cone Health System continues to work toward meeting Core Measures, the Quality Department has researched how others have created the recipe for success. As a result, the role of the existing chart abstractors (Clinical Informatics Nurses) will be blended with the Clinical Outcomes Coordinators. This new role is now called a Clinical Quality Coordinator and will help the Health System meet Core Measures in Heart Failure, Community Acquired Pneumonia, Surgical Care Improvement Process and Acute MI.

“Merging the two roles will help us draw from each team’s strengths related to abstracting data and intervening quickly to improve quality,” says Marion Martin, RN, Executive Director, Quality and Patient Safety. “It gives us an opportunity to improve efficiency, consolidate information and continue to attain clinical, fiscal and quality outcomes for Core Measures.”

Previously, each group had different responsibilities. Although the goals remain the same, this new team has been tasked with reviewing and abstracting all Core Measure patients’ charts to lead the system to a 95 percent passing rate on all Core Measures.

The new coordinators will focus on:
- Identifying improvement initiatives that impact patient care and outcomes.
- Developing reports and presentations to share both successes and opportunities for improvement in patient care.
- Using quality core measure software.
- Designing education and communication strategies.

Emily Paula, Data Analyst Manager, says the new role, combined with new computer systems such as Amalga, is already helping achieve results.

“The new coordinators are able to identify much earlier the need for a change in documentation and clinical intervention,” she says. “This change will provide better coordination and communication with clinical staff in reaching optimal care.”

“It is exciting to have this opportunity for growth in my current role,” adds Karen Dolby, RN. “I’m looking forward to learning new skills and helping the Health System reach new heights in core measure compliance.”

What They’re Saying

Patient satisfaction is all about treating people with kindness, giving them our full attention, keeping them informed, and meeting or anticipating their needs. Here are some examples of best and worst practice. These comments are taken directly from what our patients told phone surveyors about their hospital experience.

The head nurse that was assigned to my room was wonderful. He was kind, he was caring, and he was there whenever I had a question.

I did not have the help that I needed bathing.

When I had visitors, they were treated with respect and were welcomed.

Less staff during quiet hours in and out of the room.

I just felt that the nurses were very, very sensitive, considerate and on-point in terms of making good on my requests and doing what I asked of them.

It took a long time to be taken back to my room after the MRI.

The staff was excellent. I couldn’t have asked for it to be any better.

Well, some floors don’t have enough nurses on them and sometimes it takes a little longer when you ring the bell.

All of the nurses are upbeat, and that’s very, very important in a heart unit, because the patient has a tendency to be down, down, down.

The doctor could have shown more care and sensitivity to my condition.

Getting Jell-O. That was good.
Mystery Diagnosis Update

Karen Tillman, Volunteer, The Moses H. Cone Memorial Hospital, will be featured in the Aug. 16 episode of Discovery Health’s Mystery Diagnosis on Channel 259. Tillman has Hermansky-Pudlak Syndrome, a rare genetic disorder characterized by albinism, visual impairment, a bleeding problem, colitis and pulmonary fibrosis. Despite her physical challenges, she remains an active hospital volunteer. For more on her story, see the July issue of codeU.

Need Help for a Patient?
Community Resources Now Listed Online

Moses Cone Health System has a new Community Resource Directory. This online directory is an information and referral list of local, statewide and national resources for patients and families.

The Moses Cone Health System Medical Library worked with Social Work, the Congregational Nursing Program and Pastoral Care Services to start the Community Resource Directory. The team’s goal is to continue building and sharing local contacts and information across the Health System.

The directory can be accessed from the Health System Intranet (Intranet > Resources > Other Links > Community Resources).

This is an easy-to-use online directory that can be searched by alphabetical listings, location, category or keywords.

Thank You Notes

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

On Friday, July 2, I was walking from my car to work when I passed out. I am not sure who stopped and got help for me, but whoever it was, I would like to thank them as well as April Pugh, RN, Rapid Response Nurse, and all the nurses who came to my aid and the Emergency Department staff as well.

Being on the other side of the fence as a patient, I can say my care was excellent, and they were very professional and caring. I am very lucky that I can call them my co-workers!

— Deborah Kuhn
Nurse Tech, Department 2000,
The Moses H. Cone Memorial Hospital

Have you received an impressive thank-you letter? Please drop a copy in interoffice mail to codeU. Marketing, Administrative Services Building or email it to newsletter@mosescone.com.

Sharing Their Gifts

Olivia Ellis, 5, (third from left) and Taryn Kohlphenson, 5, (fourth from left) recently donated supplies to help the NICU staff make baby journals as part of a Relationship Based Care project. The girls, who first met in the Infant Room at The Children’s Corner, decided to ask for the donations instead of gifts at their joint birthday party. They are shown here with (from left) Chris Rowe, RN, chairwoman of the Relationship Based Care project in the NICU; Cathy Wyler, RN, and Heather Whitlock, RN. Olivia is the daughter of Tamara Ellis, RN, Quality Manager, Trauma Program and Inpatient Rehabilitation. Taryn is the daughter of Tina Kohlphenson, Radiologic Technologist, and Krista Kohlphenson, RN, Care Coordinator, Birthing Suites.
Want to be a hero, solve a mystery and help provide healthcare for those who need it — all in the same evening? HealthServe Community Health Clinic has an event for you.

The agency will host Lights, Camera, Mystery: A Murder Mystery Dinner as a fund-raising benefit on Sept. 25 at the O. Henry Hotel. Tickets are $50 per person and include a seated dinner and wine.

During dinner, actors will stage the production, based on the fictitious Gimme Awards, North Carolina’s answer to the Academy Awards. As the mystery unfolds in the Caldwell Ballroom, the show biz term “knock ‘em dead” will take on a whole new meaning, and guests will have a chance to solve the crime.

“We think this will be a fun night in support of a great organization that does tremendous work in our community providing healthcare for those who would normally go without,” says Heather Renshaw, Development Officer, HealthServe Community Health Clinic.

For ticket information, call 832-9455 or e-mail heather.renshaw@mose cone.com. Check-in begins at 6:30 p.m., with dinner and the performance at 7 p.m. Dress is business casual.
Moses Cone Health System patients now receive room service-style treatment from Nutritional Services staff.

The Expressly For You – Personal Service Dining program means new uniforms for employees, better insulated trays for food delivery and new menus with increased dining options for patients.

Through the program, ambassadors are assigned to specific departments to describe food choices to patients, create their orders and deliver food.

The Food Service Management team throughout the Health System thought it would increase patient satisfaction scores further if employees provided input on the selection of the new uniform.

“When we have happy employees, they make sure that our customers and patients are happy,” says Cheryl Wolff, Director, Food and Nutrition Services, The Women’s Hospital of Greensboro.

Management compiled a selection of uniform options and allowed the employees to select what they liked the most. The ambassadors at The Women’s Hospital chose an option that included a tie and looked much like the uniform of an upscale restaurant. Uniform selections for the other areas in the department mirrored the upscale trend.

“We not only act as professionals, but we now look like them,” says Anthony Rucker, Patient Services Manager, Nutritional Services, The Women’s Hospital. “Each hospital has a different uniform depending on employee choice and management approval.”

The new trayware and non-skid trays were chosen as part of the program. In addition, the food is served on a heated base to preserve the quality and temperature of the menu selection.

The Women’s Hospital purchased a stylish and sleek black heated-base system that includes domes, side ware and a matching non-skid black tray. The Moses H. Cone Memorial Hospital, Wesley Long Community Hospital and Annie Penn Hospital are now using the black trays as well.

In addition, the patient menu has been expanded to give patients more options, so a professionally printed menu was designed to present these changes.

“We are always looking for new and better ways to do things,” says Trupti Parekh, Patient Services Manager, Nutritional Services, Wesley Long Community Hospital. “Patients are the heart of what we do, and as the needs of the patients change, so will the way we do things.”

Moses Cone Hospital and Wesley Long Community Hospital have an automated system called Health Touch in place for taking patient orders. Nutritional Services ambassadors take orders from patient bedides on tablet computers that digitally send the requested menu selection to the kitchen to be prepared. The Women’s Hospital has been approved for this system as well.
Friends and family of Volunteer Louise Macintosh recently donated a hummingbird bench and matching birdbath to The Women’s Hospital of Greensboro in her memory. Her husband, Alec Macintosh (left) and Ginger Penley, Director, Volunteer Services, The Women’s Hospital, hope that visitors will enjoy the outdoor area located near The Clinics. “Louise loved hummingbirds, and we found the perfect memorial for one who had given so much,” Penley says.

Three from Health System Join Medical Mission to Honduras

A team of three from The Women’s Hospital of Greensboro were part of a recent medical mission trip to Honduras. Kyle Jackson, MD; Cate Parker, Surgical Technologist, Operating Room; and Myra Dove, MD; traveled to Danli, a small town in the mountains of Honduras, to perform gynecological surgeries.

Jackson also recruited six others from Richmond, VA, to join the mission trip, which ran a clinic for diagnostic and preventive purposes as well.

“We performed 25 surgeries in five days and taught some of the local physicians and nurses about our surgical procedures and anesthetic techniques,” Parker says.

Participants agree that this medical mission trip was a success in multiple ways.

“I was enormously proud of our work,” Parker says. “The trip renewed my appreciation for obstetric and gynecological medicine and surgery, reaffirmed my desire to serve others less fortunate, and deepened my sense of how lucky we are in this country. Dr. Jackson and Dr. Dove were awesome ambassadors.”

Dove agrees that she is more aware of how privileged we are medically. “I am even more grateful for the resources that we generally take for granted, including simple things like clean instruments,” she says. “It was exciting to be able to help people, especially those who might have otherwise been unable to receive care.”

In Memory and Appreciation

Friends and family of Volunteer Louise Macintosh recently donated a hummingbird bench and matching birdbath to The Women’s Hospital of Greensboro in her memory. Her husband, Alec Macintosh (left) and Ginger Penley, Director, Volunteer Services, The Women’s Hospital, hope that visitors will enjoy the outdoor area located near The Clinics. “Louise loved hummingbirds, and we found the perfect memorial for one who had given so much,” Penley says.
Brian Rodgers was a third-year pharmacy student when he was diagnosed with leukemia. Since his diagnosis, Rodgers’ co-workers at the pharmacy residency program at Moses Cone Health System have rallied to help in any way they can.

“I have simply been astonished at the response of my classmates,” Rodgers says. “Basically, they let me know that I am not alone in this and that they are fighting alongside me.”

Most recently, Lisa Powell, Clinical Pharmacist, Moses Cone Hospital, organized a June bone marrow drive at the office of the Greensboro Jaycees in honor of Rodgers.

“Just knowing that someone cares enough about me to take the time to put together a bone marrow drive in my honor and to pray for me means the absolute world to me,” Rodgers says.

Rodgers first discovered he had leukemia when he was sitting in class at Campbell University, listening to a lecture on the symptoms of the disease. He realized that he had similar symptoms, so he made an appointment with his doctor.

Two weeks later, in March 2009, Rodgers was diagnosed with acute myeloid leukemia.

Rodgers received chemotherapy treatment while a student, and his therapy sessions indicated that he was in remission and would be able to continue his pharmacy rotations.

However, in December 2009, he learned his cancer had returned. Currently he is receiving treatment at Duke University Medical Center and waiting for a stem cell transplant, all while completing requirements to graduate from pharmacy school in August.

Rodgers’ physicians are searching for a bone marrow match for Rodgers, with no luck yet.

The National Marrow Donor Program (NMDP) currently has more than 8 million donors registered through its Be The Match registry, and minority donors are especially needed. The HLA protein markers used in matching a patient with a donor are inherited, so a patient is more likely to match with someone from his or her race or ethnicity.

Rodgers knows that finding a match will be difficult. The NMDP currently has about 5 million Caucasians on the registry, but only 550,000 African-Americans.

“I would, of course, like to see a match for me,” Rodgers says. “But if not for me, for someone else. I really want the knowledge to get out there. I want African-Americans and other minorities to realize the importance of joining the registry.”

Of the 96 people who attended the bone marrow drive in Greensboro, more than half were minorities.
### MOSES CONE HEALTH SYSTEM 2010 GOALS

Results for Oct. 1, 2009 - June 30, 2010

<table>
<thead>
<tr>
<th>SYSTEM INDICATOR</th>
<th>MEASURE</th>
<th>ACTUAL</th>
<th>GOAL</th>
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<tbody>
<tr>
<td><strong>QUALITY</strong></td>
<td></td>
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<tr>
<td>Community Health</td>
<td>Eliminating Patient Harm(^1)</td>
<td>201</td>
<td>132</td>
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<tr>
<td>Mortality Rate</td>
<td>Risk-Adjusted Mortality Rate(^2)</td>
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<td><strong>PATIENT SATISFACTION</strong></td>
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<td>Patients Who Would Recommend Us For Care</td>
<td>Would Recommend - Inpatient</td>
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<td>89.46</td>
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<tr>
<td>Overall Satisfaction - Inpatient</td>
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<td>85.82</td>
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<tr>
<td>Would Recommend - ED</td>
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<td>72.77</td>
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<td><strong>EMPLOYEE &amp; PHYSICIAN ENGAGEMENT</strong></td>
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<tr>
<td>Turnover</td>
<td>Turnover %</td>
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<td>Employee Satisfaction</td>
<td>Overall Job Satisfaction</td>
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<td>Internal Succession</td>
<td>Internal Succession %(^3)</td>
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<td>Physician Relationships</td>
<td>Physician Satisfaction</td>
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<td><strong>FINANCE</strong></td>
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<tr>
<td>Margin (%)</td>
<td>Margin (%)(^4)</td>
<td>6.51%</td>
<td>6.62%</td>
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<tr>
<td>Length of Stay(^5)</td>
<td>4.86</td>
<td>5.17</td>
<td></td>
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</tbody>
</table>

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TBD - To be determined in the Fourth Quarter

The threshold is the lowest acceptable value before the measure fails.

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1. The metric is a 15 percent reduction of harm-related events as compared to FY 2009.
2. Data is a 12-month rolling average through September 2009.
3. Data is a 12-month rolling average.
4. Margin target will change monthly, as documented in the budget. FY 2010 goal is 5.0 percent.
5. Length-of-stay target will change monthly, as documented in the budget. FY 2010 goal is 5.07.
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 Moses Cone Health System.

The Moses H. Cone Memorial Hospital

EXCEPTIONAL PEOPLE
Christine Black, Environmental Services Tech, Environmental Services
Jim Hout, Physical Therapist, Rehabilitation
Steve McGehee, Mechanic, Facilities
Jennifer Peters, Occupational Therapist, Rehabilitation
Lindsey Nichole Spivey, Physical Therapy Assistant, Rehabilitation
Shawanda Wright, Nursing Secretary/Monitor Tech, Department 2100

The Women’s Hospital of Greensboro/Administrative Services Building

EXCEPTIONAL PEOPLE
Andrea Angel, Pharmacist, Pharmacy
Carol Riley, Nursing Tech/Nursing Secretary, Nursing Unit
Jerri Tripp, Clinical Specialist, Respiratory Care

Wesley Long Community Hospital

Employee of the Month

Amy Ray
Nursing Tech, Palliative Care
Nominated by: Irene Doherty Carbone, RN, Palliative Care

Amy Ray received Employee of the Month for her extra efforts to help a patient fulfill her last wish before dying. “While caring for Mrs. M, Amy asked her what was the one thing that she wanted to do before dying. Mrs. M replied that she wanted to see her son graduate from high school,” Carbone writes. “Amy made that happen. Amy worked with Mrs. M’s spouse to stage a graduation party in the hospital room. Amy supplied the food: a graduation cake (in the appropriate school colors) and appetizers. Party supplies were also provided by Shannon Parrish, Clinical Care Coordinator.

Amy assisted Mrs. M with a special outfit for the day and decorated the patient’s room. The graduate arrived complete with cap and gown. Bright smiles, many tears and memories were shared in that room, and Mrs. M was able to enjoy the special day with her son. The following morning, Mrs. M died peacefully with her family at her side.”

The Women’s Hospital of Greensboro/Administrative Services Building

EXCEPTIONAL PEOPLE
Katherine Heater, RN, 4 East/Telemetry
Fred Herndon, RN, Oncology
Charles Russell, Technician, Facilities

Annie Penn Hospital

Employee of the Month

Tomi Cheek
RN, Emergency Department
Nominated by: Kenneth Schneider, Rad Tech

Tomi Cheek received Employee of the Month for staying after her shift to ensure a patient would receive the best care. “I have had three or four instances of brain attacks in the last 18 months,” Schneider writes. “Tomi was assigned as my nurse. It was decided that I needed TPA treatment and a transfer to Greensboro. However, CareLink did not have a vehicle at Annie Penn Hospital, and Rockingham County did not have transportation that could take me without a time delay. Also, I needed a nurse to be present during the transfer. Tomi did everything she could, including riding with me downtown after her shift was over, to ensure there was no delay in my care. She is the type of nurse we should all try to emulate.”
Behavioral Health Center
Employee of the Month

Craig Peters
Counselor, Inpatient Adult Services
Nominated by: Rod North,
Clinical Social Worker, Inpatient Adult Services

Craig Peters received Employee of the Month for his consistent efforts to put the best interests of patients first. “He sees multiple families per day when needed, makes valuable observations and contributions as a member of the treatment team and is consistently willing to help his fellow team members whenever needed,” North writes. “Last but not least, Craig makes us laugh on a daily basis.”

EXCEPTIONAL PEOPLE

Mariya Chestnut, Mental Health Tech,
Inpatient Adult Services
Toni Stephens, Mental Health Tech,
Inpatient Adult Services
Nekia Whitaker, Staffing Coordinator, Nursing

LeBauer HealthCare

EXCEPTIONAL PEOPLE

Latoya Battle, Clerk, Medical Records
Rhonda Cobb, RN, LeBauer HealthCare - Pulmonary

What Winners Say

“It feels good to be recognized, but I did nothing more than the Golden Rule of ‘doing to others as I would hope they would do for me.’”

— Debbie Sparks

“I am blessed to work with both a good team and unit. It is a great learning experience on a daily basis.”

— Craig Peters

Health Services
Employee of the Month

Debbie Sparks
Financial Analyst, Health Services
Nominated by: Angie Sims, Accountant, Health Services

Debbie Sparks received Employee of the Month for her perseverance and dedication in helping a woman find her daughter, who was a patient in the Health System. “Debbie called me from the front desk in the Administrative Services Building to see if I could cover for her for a few minutes while she helped a visitor find her way,” Sims writes. “When I got to the front desk, Debbie was helping a distressed lady from Greenville who spoke very little English. She was trying to find her 13-year-old daughter, who had been transferred from a hospital in Greenville. The lady said that someone from the hospital had called her, and she had the number in her cell phone. After determining that it was a phone number from the Behavioral Health Center, Debbie then clocked out and drove her car, while the lady followed her over to Behavioral Health. She went inside with her and explained as much as she knew to the receptionist. Debbie helped explain to the lady that they were going to help her and that she would be able to see her daughter soon. It would have been so easy to just pass her off to someone else, but Debbie went above and beyond in order to help this distraught mother.”

EXCEPTIONAL PEOPLE

Tracey Webster, Executive Assistant, Executive Office
Mark Your Calendars

Cancer Prevention and Treatment Series:
Ovarian Cancer
Daniel Clarke-Pearson, MD, a gynecologic oncologist at the Moses Cone Regional Cancer Center and the University of North Carolina at Chapel Hill, reviews the signs, symptoms and treatment options for ovarian cancer.
Monday, Aug. 9, 6-7 p.m.
Wesley Long Community Hospital, Classroom 1
Registration is required. Call 832-8000 or visit www.mosescone.com.

Oral Cancer Screening
The quick, painless screening is for those who have not seen a dentist in the last 12 months.
Friday, Aug. 20, 9 a.m.-1 p.m.
HealthServe Community Health Clinic, 1002 S. Eugene Street
No registration is required. For more information, call 832-8000.

Healthy Eating for Your Bones
Jaclyn DeVita, Registered Dietitian, Moses Cone Health System Nutrition and Diabetes Management Center, talks about food choices for an osteoporosis diet.
Thursday, Aug. 26, 6:30-8 p.m.
The Women’s Hospital, Classrooms 5 and 6
Registration is required. Go to www.mosescone.com or call 832-8000.

Cervical Cancer Screening
A free cervical cancer screening is available to all women 18 years of age and older who are currently or have been sexually active, or have never had a Pap test, or have not had a Pap test within the last 12 months. The screening is open to women who have no insurance, have Medicaid and/or Medicare, or cannot afford to visit their regular physicians.
Monday, Aug. 30, 6-8 p.m.
Moses Cone Regional Cancer Center, first floor
Registration is required. Call 832-8000.

Matters of the Heart
Experts discuss ways to help you and your family win the fight against heart disease. Topics and speakers include:
• Peripheral Vascular Disease and Treatment, presented by V. Wells Brabham IV, MD, from Vascular and Vein Specialists of Greensboro.
• Automated External Defibrillators, presented by Steven C. Klein, MD, from LeBauer HeartCare.
Wednesday, Sept. 1, 6:30-8:30 p.m.
Moses Cone Hospital, AHEC Rooms 0029-0031
Registration is required. Go to www.mosescone.com or call 832-8000.

Management News

Ken Boggs will assume the role of Chief Financial Officer after serving as interim CFO for the past six months. Previously, he was Vice President, Supply Chain. He has a master’s degree in healthcare administration with a specialty focus on finance. He also has previous finance experience at Wake Med and Duke and started here as assistant director of finance. In the past, he has had responsibility for patient accounting, admitting, medical records and revenue deductions.

Ann Councilman, RN, is the new Assistant Director, Women’s Unit, AICU and Flexible Resources, The Women’s Hospital of Greensboro. Previously, she was an administrative coordinator at The Moses H. Cone Memorial Hospital.

Brian Romig has taken on additional responsibilities and will now be Vice President, Pharmacy and Supply Chain Management. As Executive Director of Pharmacy now, Brian has extensive experience in product acquisition, negotiation and contracting. Through his leadership, the Health System has realized dramatic savings in pharmacy costs over the last several years.

Jan Teal is the new Assistant Director, Neuro ICU, Moses Cone Hospital. Previously, she was a staff educator at Moses Cone Hospital.
Patient Satisfaction Scores

INPATIENT SCORES

100% Possible

Moses Cone Hospital

Wesley Long Community Hospital

The Women's Hospital of Greensboro

Annie Penn Hospital

Behavioral Health Center

EMERGENCY DEPARTMENT SCORES

Moses Cone Hospital

Wesley Long Community Hospital

Annie Penn Hospital

MedCenter High Point
More than 7,500 people make up Moses Cone Health System, and the success of the System depends upon the strength of these individuals. A “code” is made up of symbols representing a special meaning. Code U was developed to symbolize the publication’s “It’s All About You!” philosophy.

Code U provides up-to-date news each month for employees and friends of Moses Cone Health System. Comments, story suggestions, photos and signed letters to the editor are welcome.

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PHOTOGRAPHY
Doug Allred, Dennis Campbell, Mike Coughlin, Lennon Dodson, Carly Hughes, Marion Martin

Our Mission
We serve our communities by preventing illness, restoring health and providing comfort, through exceptional people delivering exceptional care.

Read codeU, Win a Prize!

Each month, Marketing will draw five entries from the correct responses and award five free $6 meal tickets, valid at any Moses Cone Health System cafeteria. The following employees won the contest in July:
Lindsey Angell, Admission Services Associate, Emergency Department, Wesley Long Community Hospital; Julie Bryant, Materials Associate, Materials Management, The Moses H. Cone Memorial Hospital; Whitney Maynard, Office Assistant, Health Information Management, LeBauer HealthCare; Denise Stubblefield, OR Processing Technician, Annie Penn Hospital; and Jacqueline Wanning, Surgical Desk, The Women’s Hospital of Greensboro.

This month’s quiz:
1. What is open on Thursday mornings at Moses Cone Hospital?
2. Moses Cone Hospital is in the top 100 in the nation for what?
3. What is Epic?
4. What can you watch on Aug. 16?
5. Name one award winner featured in this issue.

Send your entries via interoffice mail to Marketing, Administrative Services Building, by Aug. 13. All correct entries will be placed into a random drawing, and five meal-ticket winners will be announced in the September newsletter. The contest is open to all employees and volunteers of Moses Cone Health System. Marketing staff is not eligible. Previous winners are not eligible in the calendar year that they won.

ENTRY FORM

ANSWERS

1. 
2. 
3. 
4. 
5. 

Name

Department, Campus

Phone

Nonprofit Org.
U.S. Postage
PAID
Permit No. 195
Greensboro, NC