Moses Cone MedCenter Kernersville Opens

Moses Cone MedCenter Kernersville is now open to serve patients.

The $14.2 million medical office complex brings a variety of services to the Kernersville area, including a primary care practice, a cardiology practice, an outpatient mental health office, a rehabilitation center, a full-service laboratory, a full range of imaging services from X-rays to MRI, a pain management clinic, occupational health office and an orthopedic office.

It is located at 1635 NC 66 South, next to Bishop McGuinness High School.

“It has been very exciting to get to know the Kernersville community over the past year from our temporary offices,” says Tim Rice, President and CEO, Moses Cone Health System. “We are glad to open our new facility and to deliver the additional services that residents have asked for.”

Marking History

Members of the North Carolina Hospital Association (NCHA) recently unveiled a plaque marking the first meeting of the association in Greensboro in June 1918. The plaque stands outside the entrance to the Atrium at The Moses H. Cone Memorial Hospital. Marking the occasion are (from left) Tim Rice, President and CEO, Moses Cone Health System; Bill Pully, President, NCHA; Dennis Barry, CEO Emeritus, Moses Cone Health System; Ed McCauley, President Emeritus, NCHA; and Bill Fulkerson, MD, Chairman of the Board, NCHA.
Check Out www.medco.com to Save Money

Of the 6,686 employees covered by Moses Cone Health System health insurance, only 1,547 are registered to use the pharmacy Web site – www.medco.com. If you’re not using it, it’s worth checking out. You might be surprised at the useful information and potential cost savings that the Web site offers.

If you are currently using mail order, you can refill prescriptions from the Web site and check the status of your order. You also can view the prescriptions that you are purchasing at retail pharmacies, and “My RX Choices” will show you how much money you can save by purchasing them through mail order. For example, at a retail pharmacy, Lisinopril/HCTZ tablets cost $10 for a 30-day supply. The Web site shows the same medication costs $20 for a 90-day supply when ordered by mail – a savings of $40 per year.

You also can use the Web site to learn if a generic equivalent is available for your brand-name drug and how much you would save with the generic option. For example, if you take Nexium, you will pay $40 for a 30-day supply at a retail pharmacy ($480 per year). If you purchase the generic through mail order, your cost is only $20 for a 90-day supply ($80 per year). That’s a savings of $400 per year.

If you want to begin using mail order for your current prescription or try a generic drug instead of the brand name, ask your doctor to write your prescription for a 90-day supply rather than the traditional 30-day supply. Mail your prescription to Medco using the mail-order form. This form is available at the medco.com Web site – click on Prescriptions and Benefits (on the left hand side of the page); click on Forms and Cards. You can then either “print mail order forms online” or “request mail order forms to be mailed to you.”

If you have any questions, call the Benefits Service Center at 832-8777 or e-mail benefits@mosescone.com.

How to Log On

Go to www.medco.com. You will be prompted to enter an e-mail address and password (chosen by you) to register.

Lawson HR Gets a New Look

The Lawson HR/Payroll system will undergo an “extreme makeover” the weekend of June 14 - 15. This means when you use Lawson Employee/Manager Self-Service after June 16, the appearance of the site will be different. The function of the Web site will be similar to what it is now.

When you log in to view your paycheck stub on June 26, you will be directed to information about how to use the upgraded site.

Watch for an article in the July CODEU explaining the differences.
Health System Begins Review of Staffing, Work Processes

Moses Cone Health System has hired a consulting firm to help conduct a Systemwide study of resource allocation and work processes.

The effort, called Operational Effectiveness, is designed to help the Health System provide the most efficient and effective healthcare at a time when demand for patient care is increasing yet staff shortages are predicted nationwide.

The consulting firm, Delta Health Systems Inc., will help the Health System match staffing levels to patient needs and ensure the best ways to work.

“We are entering this effort from a position of strength,” says Glenn Waters, Chief Operating Officer. “Like many other health systems, we’ve stayed successful by constantly examining how we can be more efficient, reduce costs and ensure quality. We do not expect this study to result in layoffs or outsourcing of any type.”

The effort may result in recommendations to increase, decrease or keep the same level of staffing in any department. Any reduction in staffing would be handled by jobs not being filled and/or the shifting of staff to best meet patient demands.

During the next several months, these consultants will visit departments throughout the Health System, beginning with several at The Moses H. Cone Memorial Hospital. These include: Radiology, Pharmacy, Inpatient Rehabilitation/5000, Emergency Services and Operative Services. The evaluations will continue through other departments at Moses Cone Hospital during the summer. Systemwide departments also are being evaluated during this phase.

By late summer or early fall, the project will begin at Wesley Long Community Hospital. From there, it will move to The Women’s Hospital, Annie Penn Hospital, the Behavioral Health Center and the Health Services Division. The Operational Effectiveness project should be complete by early 2009.

“We will continue to keep you informed through weekly e-mail updates to each department director, and we encourage these directors to share the updates with staff. Additionally, updates will be given as needed in upcoming editions of CODEU. Thank you for your assistance with this project. I believe it will place us in a stronger position and enable us to fulfill our mission of providing exceptional care to our communities for decades to come.”

For more information, contact Waters by e-mail at Glenn.Waters@mosescone.com or by phone at 832-7881.

Health System Seeks to Expand Regional Cancer Center

When the Moses Cone Regional Cancer Center opened at Wesley Long Community Hospital in 2002, its team of medical professionals handled about 75,000 patient visits a year.

Now, the Center logs more than 100,000 patient visits yearly, and that number is expected to grow by another 30,000 within the next five years.

As waiting rooms get crowded and treatment rooms fill up, one thing is clear: The Regional Cancer Center needs more space.

Moses Cone Health System has asked the state for permission to build a 20,000-square-foot expansion to the existing three-story building. A decision from the state is expected by late October.

The new construction would include space for a Breast Cancer Center, a Center for Patient Support, and a Community and Professional Education Center. The plans also include renovating about 18,000 square feet of existing space to allow for a more modern chemotherapy area, a high-dose-rate brachytherapy suite and a larger, more comfortable waiting area.
Moses Cone Health System provided nearly $115 million in screenings, education, training and charity to the community in fiscal year 2007. Details are provided in the annual Report to Our Community available at www.mosescone.com under “What’s new” on the home page.

The report documents how Moses Cone Health System meets its responsibility to the community. “As a not-for-profit institution, we take our role of community service very seriously. We can all be proud of the $115 million in services this institution and its employees have been able to contribute to our area,” says Craven Williams, PhD, Chairman, Board of Trustees.

Uncompensated care remains the largest single item, growing from $90.1 million in FY 2006 to $96.8 million in FY 2007. Uncompensated care is the sum of charity care, bad debt and the loss Moses Cone Health System takes in treating Medicare and Medicaid patients. The Health System calculates uncompensated care at the cost for providing that care.

“While we are pleased to be able to serve our community, we remain concerned about the growing numbers of people without insurance and the unwillingness of the government to pay for its promises to the poor and to seniors,” says Tim Rice, President and CEO.

The Report to Our Community documents the value of community outreach (free health screenings, health programs, support groups and health fairs for example) at $1.7 million. Moses Cone Health System and its employees gave $1.4 million to charitable organizations such as the United Way and the American Cancer Society. The Health System also spent $7.47 million training doctors, nurses and other healthcare professionals in FY 2007.

Celebrating Hospital Week

Cindy Taylor, Systems Analyst, Financial Services, (left) and Phyllis Mills, Payroll Supervisor, Financial Services, do a little dancing at the National Hospital Week celebration at The Women’s Hospital on May 20. Events, featuring music and finger foods that were popular in the ’50s, ’60s and ’70s, were held throughout the Health System. Staff also received a Health System tote bag and an insulated coffee mug.
Patients Work on Wii-Habilitation

When Sylvia Carnell took a wrong step, she broke both her hip and her leg, so it wasn’t surprising that one of the first things she did when she got to The Moses H. Cone Memorial Hospital was to go bowling.

Carnell was actually playing a Nintendo Wii video game – and what she was up to was physical therapy. Honest.

“It is really fun. I did it, and I laughed,” she says. “My grandchildren are jealous. I called home and said to be sure to tell them that Granny is playing the Wii.”

The Wii, which uses a wireless, handheld controller to enable the user to play such games as tennis and bowling on a video screen, works well as a treatment regimen, says Becky Windsor, Supervisor, Rehabilitation, Moses Cone Hospital. That’s because patients don’t realize it’s therapy – it just seems like fun.

“You are helping people work on balance and coordination, and the tennis or bowling gives you a good workout,” Windsor says. “You can work on cognition, vision and perception, as well as their physical abilities.”

Often, it’s hard to get patients to stand up for two minutes, Windsor says. But when they are standing to bowl, using the Wii controller to send a bowling ball down the lane pictured on the video screen, they stand on their feet for 10 minutes or longer without realizing it.

For her part, Carnell is in some pain, but her therapy with the Wii offers a bit of an escape. She has an incision from hip to knee, and her surgery required a steel rod and a bolt, bone grafts and wire.

With the help of her therapists in the Inpatient Rehabilitation Center, Carnell is doing better every day. Her plan is to have a Wii for outpatient care when she goes home.

“My grandkids are coming up, and I told them that their daddy is going shopping for a Wii,” she says. “It is awesome. It’s fun and easy to do.”

Lisa Simpson, Recreation Therapist, Moses Cone Hospital, watches as Sylvia Carnell uses the Wii video game to build up her strength.

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 or e-mailed to us about their hospital experience.

“They were right there beside me if there were any problems.”

“The nurse’s aide coughed into her hand and then came over and took my temperature without washing her hands.”

“Well-organized staff. They paid attention to detail, and they did a lot of follow-up.”

“Lack of cleanliness. Trays sitting in the room too long. Urine bag overflowing.”

“I was surprised by the good care I got over the weekend.”

“One staff member had a bad attitude like she didn’t want to be there at work.”

“The doctor, food and nurses were good. I pushed the call button and they were right there. They took good care of me.”

“The first nurse that came in to my room made me a complete nervous wreck. She didn’t seem to know what was going on, and it contributed to the whole atmosphere.”

“Everyone treated me with dignity and courtesy.”

“I had to wait a half hour to get a wheelchair after being discharged.”

“The lady that checked me in was extremely, extremely professional but extremely caring as well.”
On April 4, Pete Brickey, 56, told his boss he thought he was having a heart attack. His boss took him to the Emergency Department at The Moses H. Cone Memorial Hospital, where Brickey collapsed.

But it wasn’t the kind of heart attack that staff members see every day.

To save Brickey, they had to perform 45 minutes of cardiopulmonary resuscitation, defibrillate him 13 times, insert an intra-aortic balloon pump, place a stent in his artery and perform a quadruple bypass.

Despite all this, Brickey was sitting up in a chair two days later, describing his experiences. Remarkably, he had no swelling of the brain and no loss of memory.

“This is one of the most dramatic life-saving things that I have seen since I have been at Cone, to be honest with you,” says Charles Wilson, MD, Medical Director, Heart and Vascular Center.

Wilson and others credit the skill of the clinical staff as well as the RACE project, a process designed to get heart-attack patients balloon angioplasties as soon as possible after they arrive at the hospital. The balloon helps to open the blocked artery and restore blood to the heart muscle. Doing these things quickly can often reverse most, if not all, the damage caused by a heart attack.

RACE has helped change procedures within Moses Cone Health System so that patients can get from the ambulance or Emergency Department to the catheterization lab more quickly in emergencies. Two years ago, this process took an average of 180 minutes. In March, it took just 51 minutes.

In Brickey’s case, every minute counted. The moment he collapsed, staff called a Code STEMI according to the new protocol.

They immediately took Brickey to the Cath Lab, where catheterization revealed a 95 percent blockage in the left main coronary artery. When his heart fibrillated and he stopped breathing, cardiopulmonary resuscitation began.

As the team continued CPR during the entire procedure, cardiologist Michael Cooper, MD, inserted an intra-aortic balloon pump, then placed a stent into the left main coronary artery. These two procedures allowed the heart to begin to recover while cardiothoracic surgeon Clarence “Cub” Owen, MD, was called. Owen performed a quadruple coronary artery bypass.

Brickey is grateful for the quick response.

“They said 10 things had to go exactly right for me to live … and nothing went wrong,” he says. “What are the odds of that?”

He strongly appreciates the work of his clinical team.

“Saying thanks doesn’t seem like quite enough,” he says. “They really and truly do have my heartfelt gratitude.”

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**Taking Quality Care on the Road**

CareLink recently hosted a meeting for all North Carolina-based critical care transport teams. The meeting, held in the Heart and Vascular Center at The Moses H. Cone Memorial Hospital, included time for networking, problem-solving and discussion of new regulatory requirements. Here, meeting participants (from left) Karen Johnson, RN, of Duke Life Flight; Cheryl Somers, RN, Director, CareLink; Maggie O’Donnell, RN, of Carolina Air Care; and Mark Young, RN, Assistant Director, CareLink, discuss the day’s agenda.
The new Great Beginnings wall at The Women's Hospital of Greensboro offers friends and relatives a lasting way to honor a child’s birth while supporting women’s and infants’ services at the hospital.

For a contribution of $100, interested donors can purchase a colorful plaque inscribed with the baby’s name and birthday. The plaque will remain on the wall, located outside the nursery, for one year. It is then mailed to the family as a permanent keepsake on the child’s first birthday.

Seventy dollars of the $100 contribution is tax-deductible and goes to support the Great Beginnings Fund at The Women’s Hospital. The fund promotes excellence in women’s and infants’ services by helping to provide state-of-the-art equipment, programming and education.

Seventeen local obstetricians and gynecologists helped underwrite the cost of the wall’s creation and installation. “We are very grateful and offer special thanks to our founding benefactor physicians,” says Mary K McGinley, Senior Development Officer, Office of Fund Development. “Their names will remain on the wall as a permanent legacy statement of their vision, leadership, generosity and commitment to their profession, their patients and the services provided at The Women’s Hospital.

“We are also deeply grateful to the Volunteers at The Women’s Hospital, whose continuing efforts will help us maintain the wall,” McGinley adds.

For more information or to donate to the Great Beginnings Fund, contact the Office of Fund Development at 832-9450 or by e-mail at fund.development@mosescone.com.
Group of Nursing Leaders to Participate in Succession Planning

The Talent Development program is working with a group of nursing leaders who have been identified as having a strong potential to be promoted in the Health System in the future.

These nurse leaders will receive monthly coaching and feedback aimed at helping them grow in their current jobs and preparing them for promotion opportunities.

“These individuals now will start a journey to develop the skills they need to continue to be successful in their current position and to work on skills needed to be successful at the next level,” says Chris Wilson, Manager, Talent Development.

The Health System launched the Talent Development program about a year ago in an effort to ensure that at least 60 percent of leadership jobs would be filled with current System employees. The program began by working with nursing leaders to review their talents and skills, to help them identify strengths and weaknesses, and to provide feedback from their peers, supervisors and direct reports.

Now, a group of these nursing leaders, who have indicated their interest and shown potential for further leadership advancement, will meet monthly with their supervisors, peers and one of three coaches: Joan Evans, Director, Organizational Development; Sarah Arnett, Organizational Development Specialist; or Wilson.

Participants will develop their leadership through on-the-job experiences, coaching, feedback and many other learning opportunities.

While Talent Development has started by working with nurses, it is now making recommendations to Health System leadership about how the program might be expanded to other staff. In the meantime, interested employees can pursue leadership opportunities in a variety of ways – including expressing interest to their supervisors; considering further training or education they may need; and working on their communication skills.

“The goal to promote from within has positive implications for staff at all levels, not just for those who have been identified through our Talent Development program,” Wilson adds. “We look forward to seeing more and more Health System employees prepare for leadership roles in the coming months.”

The Women’s Hospital Pilots Equipment Tracking System

Are you spending time searching for IV pumps or other kinds of equipment?

The Women’s Hospital of Greensboro soon will have a new answer: an equipment tracking system that is designed to increase efficiency and improve patient care.

The hospital is a pilot site for the new RadarFind Real Time Location System, which can pinpoint the location of medical equipment throughout the hospital and display this information on employees’ computer screens. It also will alert staff to the device’s status – whether it is available, in-use or in need of cleaning or sterilization.

The system is expected to go live in late June.

“This new technology will allow nurses to spend more time taking care of patients instead of searching for needed equipment,” says Cindy Farrand, Vice President/Administrator, The Women’s Hospital. “This will have a positive impact on patient care and satisfaction, as well as employee satisfaction.”

Initially, it will be used to track only infusion pumps and Sequential Compression Devices (SCDs), but if it’s successful, it also could be used to track other equipment later.

The system will gather data about equipment use rates, which can help administrators plan for new medical equipment purchases and result in significant savings. Similar equipment saved Wayne Memorial Hospital in Goldsboro an estimated $300,000 in less than a year.

If the technology proves beneficial at The Women’s Hospital, it may be purchased for Systemwide use.

FIRST SUCCESSION GROUP

Sue Dotson, Director, Operative Services, Wesley Long Community Hospital
Debbie Grant, Vice President, Nursing
Debbie Green, Service Director, Annie Penn Hospital
Karin Henderson, Service Director, The Moses H. Cone Memorial Hospital
Cindy Jarrett-Pulliam, Service Director, The Women’s Hospital of Greensboro
Joan LoPresti, Director, 2900, Moses Cone Hospital
Sylvia McCauley, Assistant Director, 2000, Cardiac, Moses Cone Hospital
Kathy Morrison, Assistant Director, Nursery, The Women’s Hospital
Annette Smith, Director, 5500, Medical/Renal, Moses Cone Hospital
Cindy Smith, Director, 5000, Orthopedics, Moses Cone Hospital
Helen Snead, Assistant Director, Maternity Admissions Unit, The Women’s Hospital
Cheryl Somers, Director, CareLink
Joanie Thomasson-Waters, Assistant Director, 3500, Palliative Care, Moses Cone Hospital
Youland Williams, Director, Oncology, Wesley Long Community Hospital
Dianna Young, Retention Coordinator, Nursing Administration
Moses Cone Health System recently reached three-year agreements with 14 vendors who provide spinal implants, saving more than $1.5 million annually while ensuring a wide variety of product choices for surgeons.

“Maintaining relationships with all 14 vendors made this a long and challenging process for us,” says Judy Schanel, Vice President, Neurosciences. “We are pleased to have achieved savings that can be used to benefit our spine program at the Health System.”

The spinal implant products include metal rods, plates and screws, plastic, bone spacers and inserts, and bone derivatives.

Neurosurgeons and orthopedic surgeons working within the Health System use these products in more than 1,500 spinal fusions and related procedures annually. Most of these surgeries are done at The Moses H. Cone Memorial Hospital.

“Our surgeons have developed experience using the diverse vendors’ products and wanted to maintain all vendors for use if possible,” says Ken Boggs, Vice President, Supply Chain.

The Health System had identified cost improvement opportunities through comparisons with costs paid in other health systems. This was facilitated by Goodroe and Associates, a subsidiary of the group purchasing organization, VHA.

Contract Administration and the Neuro Value Analysis Team wanted to move from paying average costs to paying well below average costs.

“This is justified by the size of our program,” Boggs adds. “We did not seek to reach the absolute best price anywhere in the country because that approach would risk losing some vendors. In order to simplify the negotiations and treat all vendors fairly, we decided to maintain fixed costs for most of the products and fixed percentage discounts for other products. This approach was applied across all vendors consistently.”

After considerable negotiations, the Health System has maintained its relationship with all vendors and achieved $1.7 million savings in the first year. This marks a 12 percent savings in the $13.5 million spent on spinal implants annually. The Health System also will save $1.5 million each in the second and third years of the agreement.

Health System Leaders Earn National Fellow Designation

Eight executives with Moses Cone Health System are now Fellows in the American College of Healthcare Executives (ACHE), the nation’s leading professional society for healthcare leaders.

“I am proud of our executives who have achieved this extremely high honor,” says Tim Rice, President and CEO. “These leaders have shown that they are committed to excellence in their profession by working for the highest certification available in this field.”

The Fellows include:

- Deno Adkins, Director, Kernersville Operations
- Troy Chisolm, Vice President/Administrator, Behavioral Health Center
- Judy Clontz, Executive Director, Imaging Services
- Timothy J. Clontz, Executive Vice President, Health Services
- Edee Merritt, Director, Clinical Informatics
- Jim Roskelly, Vice President, Strategic Planning
- Marjorie Jenkins, RN, Service Director, Nursing Administration
- Cindy Jarrett-Pulliam, RN, Service Director, Nursing Administration

ACHE is an international professional society of more than 30,000 healthcare executives who are leaders in a variety of healthcare settings. Only 7,500 of them have achieved Fellow status, the highest standard of professional development.

To obtain Fellow status, candidates must pass an exam, meet academic and experiential requirements, earn continuing education credits and demonstrate professional/community involvement. Fellows must undergo recertification every three years.

Annie Penn Hospital Service Awards

Three of Annie Penn Hospital’s longest serving employees were among those honored at the recent Service Awards banquet at Pennrose Park Country Club in Reidsville. Shown here (from left) are Cheryl Austin, RN, ICCU, with 35 years of service; Lena Medley, Director, Financial Services, with 40 years of service; and Linda McMillan, Patient Accounting Representative, Patient Accounting, with 35 years of service.
After taking a hard look at the wide variety of initiatives under way at Moses Cone Health System, senior leadership has decided to delay the new performance management process until next year. This means employees will be reviewed this fall using the old form, process and requirements. The Developing Exceptional People process will be used in FY 2009.

“Several efforts going on right now have ‘mission critical’ goals to align resources, to improve patient care or to enhance billing accuracy,” says Noel Burt, Chief Human Resources Officer. “It seemed to us that the new Performance Management Process, while important, had more flexibility in terms of scheduling. We are also aware that some staff have not yet received their written Major Work Activities (MWA), which will be a substantive part of the new online performance management process.”

As a result, Human Resources has created a new timeline that should give managers and staff “more breathing room” to work on other initiatives. “This will also help ensure that the new process and the Halogen online system are implemented as well as possible,” Burt says.

Managers still must complete the MWA form for the new process by Aug. 15 and distribute them to staff by Oct. 1, to align with the start of the 2009 fiscal year. The Halogen system will go live on Oct. 1, and employees and managers can use the system to journal or to record key accomplishments and activities if they choose.

Other key dates for the revised timeline are as follows:

**2008**

**Aug. 1** 2008 Performance Review forms (old version) posted on Homepage.

**Aug. 15** Managers must complete all MWAs. Manager Webinars on Halogen access and journaling.

  * Employee CBL on new process and Halogen.
  * Written instructions and demonstrations on how to journal online.

**Sept.-Nov.** All 2008 reviews completed using old form, process and requirements.

**Oct. 1** Halogen system goes live for journaling by employees and managers.

**2009**

**July-August** Employee and manager training on using Halogen for 2009 reviews.

**Sept.-Nov.** Reviews and Employee self-evaluations completed in Halogen.

**March for Babies**

Norine Tamborino, RN, Perinatal Education, (left) and Ginger Penley, Director, Volunteer Services, The Women’s Hospital, dish some dessert for Bonnie Miller of the Guilford County Health Department during an ice cream social to benefit the March of Dimes. A team from The Women’s Hospital of Greensboro raised more than $4,100 for the March of Dimes during the March for Babies Walk on April 26 at Center City Park as well as other fundraising events. The March of Dimes is the leading non-profit organization dedicated to improving the health of babies by preventing birth defects, premature birth and infant mortality.
Environmental Services Staff Shines

The second-shift floor technicians at The Moses H. Cone Memorial Hospital took on the difficult job of restoring and shining nearly 7,000 square feet of marble flooring in the Atrium. Their work saved Moses Cone Health System from having to hire an outside contractor, which would have cost between $20,000 and $27,000.

“The process was unlike any other routine stripping and refinishing project,” says James Waddell, Supervisor, Environmental Services. “The techs who were involved had to undergo a special marble floor training, and once the training was complete, they worked diligently for nearly three weeks on this project. The work was extremely difficult and a very slow process that took patience and dedication. This was a great undertaking that ended with great results.”

The employees included James Harrison, Thuing Thuing, Edwin Goins, Henry Milton and Errol Harris, Floor Techs; and Willie Donnell, Environmental Group Leader. In addition to Waddell, Stairlon Gregory, Supervisor, also oversaw the project.

“I am so pleased with the hard work and dedication of this team,” says Jack Smith, Director, Environmental Services, Moses Cone Hospital. “The floor looks spectacular – everyone thinks we installed new tile.”

Thank you notes

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

I had an experience that touched my heart yesterday and just wanted to say thank you to anyone who may have been involved. I attended a funeral for a gentleman at Good Hope Baptist Church. He was a patient in the Rehabilitation department at Wesley Long Community Hospital when he died Sunday morning. His wife was undergoing emergency surgery when he died. Following her surgery, she was in the ICU for several days.

Someone from your facility made arrangements to have CareLink bring this lady to her husband’s funeral with a nurse in attendance. The sight to see her come down the aisle with the support people brought tears to many in attendance. The gentleman on her right side was holding her hand and comforting her the whole way along with the rest of the staff. I know this must have helped bring closure to the family to have their mother in attendance at this funeral.

Later, I heard that a nurse had purchased the wife something special to wear that day. Thank you all for going the extra steps to help in such a stressful event. The doctors, nurses and CareLink staff are to be highly commended for such acts of kindness.

High regards,
Jo McKinnon
Moses Cone Health System received its initial Magnet designation on Feb. 14, 2005. In just a year, the Health System will be reviewed for Magnet re-designation.

To prepare, Magnet Champions attended a recent Magnet Champion Workshop, “Cruising to Re-designation.” In keeping with its theme, the event included “visits” to various ports of call, where champions enjoyed cruise-themed activities as well as learned about the 14 Forces of Magnetism.

Described as the heart of the Magnet Recognition Program, the 14 Forces of Magnetism are traits or outcomes that exemplify excellence. In order to be re-designated as a Magnet facility, all five hospitals must show evidence of these forces.

“During our cruise we played shuffleboard, went deep-sea fishing, dived for gems, tasted Swiss chocolate, learned animal towel-folding, enjoyed a hand spa and built a sugar cube igloo all while learning about the 14 Forces of Magnetism,” says Janice Brown, Administrative Coordinator, Nursing Administration, and Magnet Champion Leader, Wesley Long Community Hospital.

“There was no lecture in this workshop – only exceptional people creatively delivering our message of excellence,” adds Marjorie Jenkins, Director, Magnet Program. “Our Magnet Champions had fun while learning and left the workshop with a year’s worth of resources to share. All champions have been challenged to bring back these learning experiences to their departments and to keep the Magnet Forces alive at work.”

Do you know who your Champion is? All departments – both clinical and non-clinical – need a Champion.

Imagine four patients with diabetes. Depending on where they live in North Carolina and who their doctor is, they might receive varying treatments and a different quality of care.

Gov. Mike Easley recently announced plans to ensure all patients get the same type of care for their chronic medical conditions. The plan (Improving Performance in Practice - IPIP) will improve the health of citizens while allowing physicians to deliver quality care at lower costs.

IPIP is administered by regional AHECs, who hire staff to serve as quality improvement consultants (QIC). Ed Ford, RN, Quality Improvement Consultant, Greensboro AHEC, will work with physician practices in an eight-county region surrounding Greensboro. He will help the practices design processes to provide standardized treatments to patients with conditions such as diabetes.

National studies have found that most patients receive only about half the services recommended for their conditions. State and national clinical leaders have developed the treatment plans used in IPIP to address this concern.

North Carolina’s program works with Medicaid networks to identify practices for the program. Over time, all primary care physicians will be invited to participate.

Ford will help practices develop databases, put decision-support prompts in place and develop standard order sets and patient self-management programs. He will teach staff at the physician practices to use PDSA (plan-do-study-act) cycles to improve care.

The program has the potential to save millions of dollars in state healthcare expenses through comprehensive primary care that helps reduce high-cost emergency room visits and hospital admissions. Many organizations – including Blue Cross Blue Shield of North Carolina, the State Employees Health Plan, the North Carolina Medical Society and the North Carolina Hospital Association – support the program.
## MOSES CONE HEALTH SYSTEM 2008 GOALS

Results for Oct. 1, 2007 - April 30, 2008

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<td>Turnover</td>
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<td>15.5%</td>
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<td>61.5%</td>
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<td>Physician Satisfaction</td>
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<td>Margin (%)</td>
<td>Margin (%)</td>
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<td>5.04%</td>
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<tr>
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<td>Length of Stay</td>
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<td>5.01</td>
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Meeting or Exceeding Goal

Needs Improvement

Approaching Goal

N/A - Results not yet available.
Health System Strengthens Vendor Policy

Moses Cone Health System has a new policy governing vendor representatives. It should help provide a safer environment for patients and a more balanced approach to conducting business with clinical staff and administration.

As of June 16:
- The Health System will require vendors to have pre-arranged appointments before meeting with staff.
- Vendor representatives also must have documentation of competency in their specialty, must have up-to-date immunizations and must pass a background check (similar to the requirements for prospective employees).

The Health System is also narrowing the attempt at influence by limiting vendors’ food provision to educational in-services only.

In order to manage hundreds of vendor representatives, an Internet-based vendor compliance company called “Status Blue” is maintaining and updating required information from vendors.

Hospitals Receive VHA Leadership Award for Clinical Excellence

VHA Inc., a national healthcare alliance, has given Wesley Long Community Hospital, The Women’s Hospital of Greensboro and Annie Penn Hospital a 2008 VHA Leadership Award for Clinical Excellence. The hospitals were honored for meeting or exceeding national performance standards for clinical care in specific areas from the third quarter of 2006 to the second quarter of 2007.

The three hospitals won the award for their efforts to prevent catheter-related bloodstream infections, urinary tract infections and ventilator-associated pneumonia.

The hospitals were honored at VHA’s Leadership Conference in Philadelphia on May 4.

Seventh Annual Trauma Symposium Draws Record Attendance

Prevention of youth violence was one of the hot topics during the 7th annual Trauma Symposium, which drew a record number of participants to the Greensboro Marriott Downtown in late April.

More than 150 people, including nurses, physicians, pharmacists and other clinicians, attended the symposium for the latest information in trauma care and prevention techniques. The symposium was sponsored by the Moses Cone Health System Trauma Program and Greensboro AHEC.

“I am happy that we continue to set excellent attendance at this conference,” says Jay Wyatt, MD, Medical Director, Trauma, Moses Cone Health System. “Part of its popularity has to do with the speakers whom we choose not only for their expertise in the field but for their enthusiasm for what they do.”

Contact Cheryl Workman, RN, Trauma Program Manager, at 832-8852 or by e-mail at cheryl.workman@mosescone.com with ideas for future topics.

State Law Expands Visitor Privileges

An amendment to North Carolina’s hospital bill of rights now allows patients to designate visitors who will receive the same visitation privileges as the patient’s immediate family members, regardless of whether the visitors are legally related to the patient by blood or marriage.

The amendment took effect on April 1. The Health System has notified nursing department directors as well as Service Excellence staff of the change.

Atrium Cafe Opens Earlier

The Atrium Café at The Moses H. Cone Memorial Hospital will now open at 6:30 a.m. Monday through Friday. This is 30 minutes earlier than it previously opened.

The change will allow the cafe to provide an expanded breakfast menu. The new menu includes breakfast sandwiches, bagels, Quizno’s sandwiches, coffee, biscuits and hot cinnamon rolls.

Moses Cone Hospital Gets Approval to Expand Emergency Department

The state has approved a request by Moses Cone Health System to expand the Emergency Department at The Moses H. Cone Memorial Hospital.

The $4.9 million project will add a 12-bed observation area and expand the current Pediatrics area of the Emergency Department, providing more patient- and family-friendly space and supporting the concentration of Pediatric services at Moses Cone Hospital.

The project will be done in two phases, beginning in November or December and wrapping up in 2010.

The project will expand the department into space currently occupied by Admitting. Admitting will move into the space vacated by Human Resources, which has moved to the Black Box building on Northwood Street.

High Point Regional Joins The HealthCare Alliance

High Point Regional Health System has joined The HealthCare Alliance, a corporation formed in February by Moses Cone Health System and Wake Forest University Baptist Medical Center.

High Point Regional will remain an independent organization, as will Moses Cone Health System and Wake Forest University Baptist Medical Center. “Our goal in joining The Alliance is to strengthen the working relationship with our neighboring providers, improve quality and explore opportunities to reduce costs,” says Jeff Miller, Chief Executive Officer of High Point Regional.

Tim Rice, President and CEO, Moses Cone Health System, also notes that the three major population centers of the Triad are now represented in The Alliance. “High Point’s joining us will enhance the ability of The Alliance to improve healthcare in the Piedmont Triad,” he says.
Women’s Only Run Gains International Notice

The Women’s Only 5K Walk & Run is already getting a little international publicity.

The run was mentioned in an article in the March issue of Vogue Italia, the Italian edition of the magazine. The article was about fitness events geared specifically toward women.

This year’s event, which funds local programs that diagnose, treat and support breast cancer patients, will be held Oct. 4 at The Women’s Hospital of Greensboro. For more information, visit www.womensonlyrun.com.

Former Outpatient Clinics Now Called The Internal Medicine Center

The Outpatient Clinics at The Moses H. Cone Memorial Hospital are now called The Internal Medicine Center. The new name more accurately reflects changes and growth in the population served.

The Internal Medicine Center now consists of The Internal Medicine Residency Program Clinics, Infectious Diseases Clinics, Research and Grant Coordination, Anticoagulation Clinic, and the Diabetes Program and Patient Education Services.

Ten faculty, 24 resident physicians, and clinical and non-clinical staff provide care at 15,000 patient visits at The Internal Medicine Center each year.

For more information, contact Jim Shaw, Director, The Internal Medicine Center, at 832-3948.

Health System Retains Strong Credit Rating

The S&P has affirmed the AA Stable long-term bond rating of Moses Cone Health System.

“The committee had very positive comments and was very comfortable with the credit,” says Beth Ward, Chief Financial Officer.

“This AA rating allows the Health System to pay interest rates on our debt that are between 1 and 2 percentage points lower than if we had a lower rating,” she adds. “On $242 million of debt, 1 percent amounts to $2.42 million per year. That is a lot of money that we can use for other things.”

Mountains of Paperwork

And you thought you had to sign a lot of papers for your car loan! Here, Tim Rice, President and CEO, and Beth Ward, Chief Financial Officer, sign stacks of paperwork to refinance a series of auction rate bonds as attorneys and others look on. The auction rate bonds were originally issued to pay for the construction of the Heart and Vascular Center, Penn Nursing Center and the employee parking deck as well as the renovations to Wesley Long Community Hospital. Refinancing the bonds will save the System a significant amount in interest charges.

Continuing Education

Ralph Williams, 97, recently received an honorary degree from Rockingham Community College in a ceremony at the Penn Nursing Center, where he is a resident. Williams enrolled at the college in 1974 and remained continuously enrolled until 2005, taking 71 credit and non-credit classes. The degree, awarded by RCC President Robert Keys (left) and Robert Lowdermilk, RCC Vice President for Student Development, was the first honorary degree awarded by the college.
THE MOSES H. CONE MEMORIAL HOSPITAL
EMPLOYEE OF THE MONTH

Angela Cook
Nursing Secretary, 5700, Surgical
NOMINATED BY: Lisa Dubili, Associate Instructor, Staff Education

“Angela Cook has demonstrated characteristics from the Health System values of Outstanding Service and Innovative Climate,” Dubili writes. “She and I discussed the importance of having educational opportunities available for the nursing secretary role. Angela met with me on several occasions, logging 13 planning hours between October and February, on her own time. As a result, we developed a continuing education program for her peers called Close Encounters of The First Kind. This program turned out to be very positive and received great evaluations. In addition to the planning hours, Angela assisted by teaching three groups of 15 to 20 nursing secretaries and even covered one class on her own when I was not able to attend at the last minute.”

GEMs
Crystal Atkins, Care Management Assistant, Care Management
Gina Haynes, Nurse Tech, Orthopedics, 5000
Stacey Hinkle, Nursing Secretary, Heart and Vascular Center, 2900
Tabatha Knapp, Registered Respiratory Therapist, Respiratory Care
Shannon Leach, RN, Orthopedics, 5000
Gwen Lyles, Nursing Secretary, Orthopedics, 5000
Carrie Mueller, Nutritional Services Ambassador, Nutritional Services
Bonnie Smith, RN, IV Team

THE WOMEN’S HOSPITAL OF GREENSBORO/ADMINISTRATIVE SERVICES BUILDING
EMPLOYEE OF THE MONTH

Michelle Bullins
Mammographer
NOMINATED BY: Valeria Pritchett, Staff Educator, Staff Education

“A part went bad on the mammography machine during the evening shift,” Pritchett writes. “It was creating artifacts on the images, which could produce false readings and the need for additional images. This employee wanted to save patients who were scheduled for the next day the anxiety and inconvenience of having to repeat the images. She drove to the Breast Center and reviewed the previous film of all the patients who could be affected. She then returned and assisted in calling patients who needed to reschedule. This saved her co-workers time and frustration the next day. She was not even on duty. Her team player attitude was very evident and deserves recognition.”

GEMs
Susan Coble, Medical Staff Quality Coordinator, Medical Staff Quality
Robyn Flinchum, Nursing Secretary, Mother/Baby
Paige Grady, RN, Medical/Surgical ICU
April Haney, RN, Maternity Admissions
Judy Lowe, RN, Maternity Admissions
B.J. Szuchowicz, Nursing Tech, Birthing Suites
Tyran Williams, Security Officer, Security Services

WESLEY LONG COMMUNITY HOSPITAL

GEMs
Renee Bell, RN, Ortho/Bariatric
Brooke Burgin, RN, ICU/Step-down
Shelia Caldwell, Nursing Secretary, Ortho/Bariatric
Lori Carpenter, CT Tech, CT Scanner
Taylor Council, RN, Ortho/Bariatric
Pauline Dancy, Nursing Secretary, Ortho/Bariatric
Clint Eudy, RN, Telemetry
John-Eric Manuel, Caterer, Nutritional Services
Michelle Pittman, RN, Post-Anesthesia Care Unit
Kipp Whitley, Ortho Tech, Orthopedic Technicians
ANNIE PENN HOSPITAL
ANNIE’S SPIRIT WINNER

Jennifer Goins
RN, Birthing Suites
NOMINATED BY: Kathy Lane, Administrative Coordinator, Nursing Administration, Annie Penn Hospital

“I want to convey a deep and sincere thank you to the staff of our Birthing Center for the care and Annie’s Spirit shown to my brother and his family last week,” Lane writes. “My great nephew was born on Friday, and all seemed well until he developed some respiratory difficulties and was transferred to the NICU at The Women’s Hospital of Greensboro. The staff was caring and gracious, sincere and competent – everyone. My brother cannot stop singing their praises – especially the night shift and the care provided by Jennifer Goins. Also, we appreciate the CareLink transport crew who kept them updated and even said ‘God bless you all.’ It means so much to me to hear a close family member say what we have always known – we care about our patients, just like our own family.”

BEHAVIORAL HEALTH CENTER
EMPLOYEE OF THE MONTH

Mahogany Graham
Mental Health Technician, Inpatient Adult Services
NOMINATED BY: Ali Black, Administrative Coordinator/Nursing; Liz Bowman, RN, Inpatient Child and Adolescent Services; Maria Markhelyuk, Mental Health Technician, Inpatient Child and Adolescent Services; Sunny Persaud, Mental Health Technician, Inpatient Child and Adolescent Services

“When the night shift got ready to have its Magnet celebration, we discovered the ice cream bars were locked in the cafeteria, and no one in the building had access to it,” the group writes. “Mahogany volunteered to use her own money to buy ice cream for the night shift so they could have a celebration as planned. Mahogany always goes the extra mile for patients and staff.”

GEMs
Leroy Duncan, Security Officer, Security Services
Emily Heaggans, Mental Health Tech, Inpatient Adult Services
Debra Millikan, Senior Mental Health Tech, Inpatient Adult Services
Brett Obringer, Mental Health Tech, Inpatient Adult Services
Ashley White, Nursing Secretary, Inpatient Adult Services
Ryan Wilson, Mental Health Tech, Inpatient Adult Services

HEALTH SERVICES DIVISION
GEM
Wendy Blum, Physician Coordinator, Moses Cone Physician Specialty Offices – Kernersville

REGIONAL CANCER CENTER
GEM
Alice Baynes, Environmental Tech, Environmental Services

LEBAUER HEALTHCARE
GEMs
Cristin Bennett, Lead CT Tech, CT Scanner
Terry Cathey, Mailroom Clerk, LeBauer HealthCare at Elam

“My co-workers are a wonderful and caring group of people who do great things every day. Everyone works together as a team to give the patient the best possible care.”

– Michelle Bullins

“I use working for the Health System as a learning experience. Each day I come to work I learn something new.”

– Mahogany Graham

“At the end of the day, knowing that I have made a difference in someone’s life is what really matters.”

– Angela Cook

“[Co-workers are] a wonderful and caring group of people who do great things every day.”

– Michelle Bullins

“I use working for the Health System as a learning experience. Each day I come to work I learn something new.”

– Mahogany Graham

“At the end of the day, knowing that I have made a difference in someone’s life is what really matters.”

– Angela Cook
NNEEWWS MANAGEMENT

Gary Hatchell is the new Director, Outpatient Rehabilitation. He comes to the Health System from Laurinburg, where he was director of physical rehabilitation at Scotland Orthopedics, PA. Previously, he was director of physical rehabilitation services at Scotland Memorial Hospital.

Annette Smith, RN, is the new Director, Nursing Services, Wesley Long Community Hospital. These services include the nursing departments of: Telemetry/Urology, Oncology, Orthopedics/Bariatrics, GYN/General Surgery, ICU/Step-down, Med/Psych and Portable Equipment. Most recently, she was director of nursing for the Renal/Medical/Telemetry department.

It’s All About YOU

Ingrid Marks, Respiratory Therapist, The Moses H. Cone Memorial Hospital, was featured as a WSJS Hometown Hero in May. Marks was recognized for her efforts to help a homeless patient by adopting and caring for his much-loved dog. She also received Employee of the Year for this work. WSJS radio aired a segment on Marks on May 26. As part of the honor, Carolina Wood Floors made a donation in Marks’ honor to Sweetie’s Patriot Box Program, which sends candy to American soldiers serving in Iraq.

Marion Martin, Patient Safety Officer, and David Wilcox, Patient Placement Manager, were selected to make a presentation on patient flow at the Institute for Healthcare Improvement’s spring conference in Atlanta.

Mark Maxwell, Quality Improvement Facilitator and Lean Six Sigma Black Belt, has been promoted from the rank of commander to the rank of captain in the U.S. Navy Reserves. Mark is assigned to the Naval Air Systems Command 1194 out of San Diego as an aviation maintenance officer.

Carlos Monguilod, MD, has been promoted to Director of Medical Services for Hospice and Palliative Care of Greensboro. He will be responsible for the medical, quality and strategic direction of medical services at HPCG. Monguilod has worked with HPCG since 2005 and has been a member of the Greensboro medical community since 1995.

Wanda Ramer, Dosimetrist, Radiation Oncology, Regional Cancer Center, made a presentation about prostate brachytherapy at the World Congress of Brachytherapy in Boston. The conference was sponsored by the American Brachytherapy Society.

Tim Rice, President and CEO, Moses Cone Health System, delivered the inaugural lecture at the McDowell Research Center for Global IT Management at the Bryan School of Business and Economics at The University of North Carolina at Greensboro. The lecture was titled “IT in Healthcare – the Good, the Bad and the Potential.”

A group of nurses at The Moses H. Cone Memorial Hospital recently received the designation of certified pediatric nurse. They are:

Nicole Anderson, RN, Pediatrics.
Kelly Dietzen, RN, Assistant Director, Pediatrics.
Dana Harris, RN, Pediatric Emergency Department.
Kristyn Hoffman, RN, Pediatric Emergency Department.
Deedra Jamison, RN, Pediatric Emergency Department.
Katie Mansfield, RN, Pediatrics.
Amy McDowell, RN, Pediatrics.
* These charts show an average of patients’ ratings when they are asked to what degree they would recommend Moses Cone Health System for healthcare services. They answer on a scale of 0 to 10. The ratings are then multiplied by 10 to convert them into the percentages on this chart. On all charts, lines indicate goals or proposed goals, as noted.
More than 7,400 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. CODEU was developed to symbolize the publication’s “It’s All About You!” philosophy.

CODEU 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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Karen Phillips, Sharon Troxler, James Waddell

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 May:

Sharon Bragg, Patient Accounting Representative, Government Follow-Up;
April Duke, Patient Accounting Representative, Cash/Refund Process; Brie Floyd, Corporate Recruiter, Human Resources; Michele Jackson, Executive Assistant, Executive Offices, The Moses H. Cone Memorial Hospital; Georgia Presnell, Secretary, The Women’s Hospital of Greensboro.

This month’s quiz:
1. True or false: There are 15 Magnet Forces.
2. Which cost more – the construction of Moses Cone Med Center Kernersville or one year’s worth of spinal implants?
3. The Health System spent $96.8 million on what in FY 2007?
4. How old is the North Carolina Hospital Association?
5. Name one award winner featured in this issue.

ENTRY FORM
Send your entries to Marketing by June 16. All correct entries will be placed into a random drawing, and five meal-ticket winners will be announced in the July 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.

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