Employee Opinion Survey Shows Positive Results

Initial results to the Moses Cone Health System 2008 Employee Opinion Survey are positive. The survey showed improvement in all 21 questions that could be compared to the previous year’s results, according to a preliminary report from The Jackson Group, which administered the survey during June and July. Fifteen of these questions showed significant improvements, and seven of them met or exceeded industry norms.

“The initial survey report indicates that employees are recognizing the improvement efforts we are making,” says Noel Burt, Chief Human Resources Officer. “We are also pleased that we received this preliminary data quickly, within the first month after the survey was administered. This will allow us to act on employees’ recommendations much sooner.”

Other points to note:
• Employees rate their satisfaction with their individual facilities higher than their satisfaction with the Health System as a whole.
• All the scores that went down in the 2007 survey went up this year.
• There was no change in the level to which employees would recommend the Health System to others.
• The survey of staff in management positions showed a decrease in satisfaction.
• The participation rate was 93 percent, the highest ever.

Complete survey data was not available as this issue went to press. More detailed information about your department’s survey will be released by your director as soon as it is available.

Check Out the New Kiosks

Want to check the amount of your pay or your PAL balance online but don’t have access to a computer?
Now you have another option.
New computer kiosks are available at all five Moses Cone Health System hospitals.
Staff can use the kiosks to see and print pay information, print needed forms, enroll for benefits, read CODEU, watch Code VU, change their passwords, search for System jobs and more.
Mark Your Calendars: Benefits Information Available Soon

The 2009 benefits season is almost here, and there are many opportunities for you to find out about coverage and meet with representatives of our providers.

The 2009 benefit materials will be delivered to you late in September. Annual Enrollment begins Monday, Oct. 13, and ends at 5 p.m. on Friday, Nov. 7.

Benefit Fairs begin the season.

**Benefit Fairs**

<table>
<thead>
<tr>
<th>WHERE</th>
<th>WHEN</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Moses H. Cone Memorial Hospital, Rooms 0029-0031</td>
<td>Monday, Oct. 6</td>
<td>7:30 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>Wesley Long Community Hospital, Classroom 1</td>
<td>Tuesday, Oct. 7</td>
<td>7:30 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>Moses Cone Behavioral Health Center, Cafeteria</td>
<td>Wednesday, Oct. 8</td>
<td>2 – 4 p.m.</td>
</tr>
<tr>
<td>Annie Penn Hospital, Dining Room</td>
<td>Thursday, Oct. 9</td>
<td>7:30 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>The Women’s Hospital of Greensboro, Classrooms 1 and 2</td>
<td>Friday, Oct. 10</td>
<td>7:30 a.m. – 4:30 p.m.</td>
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</tbody>
</table>

Benefit Fairs will be followed up by Benefit Information Session to allow you to get answers to all of your questions before you enroll for 2009 benefits.

**Benefit Information Sessions**

<table>
<thead>
<tr>
<th>PLACE</th>
<th>DATE</th>
<th>TIME</th>
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</thead>
<tbody>
<tr>
<td>Behavioral Health Center, Conference Room</td>
<td>Thursday, Oct. 9</td>
<td>1:30 – 2 p.m.</td>
</tr>
<tr>
<td>Wesley Long Community Hospital, Classroom 2</td>
<td>Sunday, Oct. 12</td>
<td>2 – 3:30 p.m.</td>
</tr>
<tr>
<td>The Women’s Hospital, Classrooms 1 and 2</td>
<td>Sunday, Oct. 12</td>
<td>4 – 5:30 p.m.</td>
</tr>
<tr>
<td>Moses Cone Hospital, Room 1040</td>
<td>Sunday, Oct. 12</td>
<td>6 – 8 p.m.</td>
</tr>
<tr>
<td>Wesley Long Community Hospital, Classroom 3</td>
<td>Monday, Oct. 13</td>
<td>2 – 3:30 p.m.</td>
</tr>
<tr>
<td>Moses Cone Hospital, Room 0031</td>
<td>Tuesday, Oct. 14</td>
<td>7:30 – 9 a.m.</td>
</tr>
<tr>
<td>The Women’s Hospital, Classroom 3</td>
<td>Tuesday, Oct. 14</td>
<td>1:30 – 3 p.m.</td>
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<tr>
<td>Moses Cone Hospital, Room 0031</td>
<td>Wednesday, Oct. 15</td>
<td>1:30 – 3 p.m.</td>
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<tr>
<td>Wesley Long Community Hospital, Classroom 3</td>
<td>Friday, Oct. 17</td>
<td>7:30 – 9 a.m.</td>
</tr>
<tr>
<td>The Women’s Hospital, Classroom 3</td>
<td>Friday, Oct. 17</td>
<td>9 – 10:30 p.m.</td>
</tr>
<tr>
<td>Moses Cone Hospital, Room 0029</td>
<td>Monday, Oct. 20</td>
<td>Noon – 1:30 p.m.</td>
</tr>
<tr>
<td>Annie Penn Hospital, Dining Room C</td>
<td>Monday, Oct. 20</td>
<td>1:30 – 3 p.m.</td>
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</tbody>
</table>

In addition to these opportunities for more information, you can always call the Benefits Service Center at 832-8777.
Moses Cone Hospital Plans Possible Expansion

The Moses Cone Health System Board of Trustees has approved the first phase of a construction plan that would add about 165,000 square feet to The Moses H. Cone Memorial Hospital. The next step will be to ask state officials for permission to build the $140 million project.

The addition and renovation would increase the size of the hospital by about 14 percent, privatize patient rooms, add modern operating rooms and create a new Emergency Department.

“This would be the biggest project we’ve ever done as a Health System,” says Tom Gettinger, Executive Vice President, Moses Cone Hospital. “We are looking forward to moving forward with our request for these much-needed improvements.”

Features of the plan include:
• A new Emergency Department to alleviate overcrowding and enlarge patient treatment areas.
• Two new 32-bed patient care units, which would privatize nearly all the rooms at the hospital.
• Up to 12 new operating rooms that meet current standards for square footage. Operating rooms should range from 600 square feet to 1,000 square feet each to allow for imaging equipment and necessary staff and technology. Most of Moses Cone Hospital’s operating rooms are only 450 to 550 square feet.
• An additional $39 million worth of interior renovations, which would expand Radiology and move and expand the Short Stay Center to new space near the new operating rooms. This would help improve patient privacy and eliminate the need to transport surgical patients through main hospital corridors.
• A new hospital entrance off Church Street, with a circular driveway and an Atrium-like connector into the hospital. Defining another clearly marked entrance would help divert people from other areas and, in turn, increase security for employees, visitors and patients.

The addition would be built at the rear of the hospital, in the area that now contains the laundry and ambulance bays.

The hospital will file its Certificate of Need application with the state by Jan. 15. If the application is approved by July, the goal would be to start construction in August 2010. The bulk of the project could be finished by December 2012.

The interior work to Radiology and the Short Stay Center would be completed later, likely by June 2014.

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.

“The staff is very friendly. They seem to have plenty of time to talk to you about your problems and answer your questions.”

“A nurse answered a cell phone while putting an IV in my hand.”

“Anytime I told them that I was cold, I always got warm blankets.”

“The hospital should be a little cleaner.”

“The doctors and nurses were very good at explaining things. They were very caring, very sensitive. They cared about me as a person.”

“The staff could communicate better. I found myself having to tell each caretaker the same thing. Each one was new.”

“The promptness with which the call bell was answered was just remarkable at this facility.”

“You need more parking spaces there.”

“The staff was great. They made sure that I and my family visiting had everything that they needed.”

“The team … had inappropriate conversations before I was sedated. They ignored me as a person.”

“(I appreciated) when the director of nursing came in.”

“There were kids running up and down the hall until 11 at night. I don’t think that is right and none of the staff would do anything about it.”
Moses Cone Health System will kick off its annual United Way campaign with Italian Carnivale-themed events at each Greensboro campus on Sept. 10. The campaign has a goal of $608,000.

“With the current state of the economy, it’s even more critical to give this year than any other year,” says Kristen Yntema, former Executive Director, Health Services, and the chairwoman of the Health System campaign in Greensboro.

“United Way is the only campaign that the Health System supports Systemwide, and we really hope everyone will dig deep and think carefully about what they can do to help this year.”

The campaign’s slogan, Live United, helps illustrate the agency’s work to bring all community members together in support for each other. “It’s like giving to your next-door neighbor,” Yntema says. “The United Way helps fund programs directly targeted at what this community needs. That’s what Living United is about: We’re all connected.”

The United Way focuses on three areas: Growing Successful Kids (education), Caring for Everyone’s Health (health) and Helping People Help Themselves (economic support).

**CAMPAIGN FOR UNITED WAY OF ROCKINGHAM COUNTY**

Annie Penn Hospital kicked off its campaign on Aug. 28 with an Italian meal that featured an accordion player serenading staff with songs from Venice. The event featured masks for all employees, gondoliers, a gypsy fortune teller, games, prizes and a surprise visit from “The Phantom of Venice.”

The hospital’s United Way Committee and volunteers also held a “Bake Sale Deliciosa” during the event to raise additional money for the United Way.

The hospital campaign, which has a goal of $43,000, will run through Sept. 30.

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**THE GROWING NEED**

With the downturn in the economy, most United Way agencies are facing even greater needs for service and emergency assistance. Consider this:

- *Family Service of the Piedmont* has experienced a 33 percent increase in the number of counseling appointments related to housing issues, including housing foreclosures.
- *YMCA* members are reporting a 15 percent increase in their costs for food, electricity and water.
- Domestic violence assaults are up. *Family Service of the Piedmont* has seen a spike in demand for counseling for children in struggling families. Demand has pushed the wait time to see a counselor from two weeks to 12 weeks.
- There were more than 3,400 home foreclosures in 2007, a 15.1 percent increase over 2006. 2008 numbers are coming in higher – a 204 percent increase since 1998.
The Health System President and CEO walks through the cafeteria line and orders crab cakes just as they run out. The CEO makes light of it by saying, “Mine are better anyway.”

So, if you are the cafeteria chef do you: 1) Apologize and offer the chicken dish? 2) Tell the CEO you’ll prepare a new batch and then try to turn tuna into crab? Or 3) Take it personally and challenge the boss to a crab cake throwdown? If you work at The Moses H. Cone Memorial Hospital cafeteria you take the third option.

Tim Rice, President and CEO, Moses Cone Health System, and Torrian Ferguson, Chef, Nutritional Services, Sodexho, squared off in a crab cake throwdown during lunch on July 25. Rice and Ferguson went through 84 pounds of crab meat preparing their recipes. Employees and visitors had a chance to sample and then buy their favorite. Sodexo donated the $300 in proceeds to the United Way.

So who made the best crab cakes?

It ended in a tie. The judge’s choice was Rice, who made Crab Cake #1. The people voted for Ferguson, who prepared Crab Cake #2.

While it wasn’t the most important vote employees will make this year, it was certainly the tastiest.

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**Crab Cake Throwdown Raises Money for the United Way**

Combine first five ingredients and make into patties. Coat in crumb mixture of crushed Saltines and a liberal amount of Old Bay Seasoning. Saute in butter. Garnish with a slice of lemon and parsley. Serve with a remoulade sauce.

1 pound crab
1/4 cup mayonnaise
1 tablespoon horseradish
Two eggs
Two slices bread, torn up
Crushed Saltines
Old Bay seasoning

---

Mix together first seven ingredients. Fold in crab meat and bread crumbs. Shape into 4 ounce, 1/2-inch-thick patties. Spray the cakes with non-stick cooking spray and place on hot pan or griddle. Cook for 3-4 minutes on each side, making sure that the cake is hot (reaches a temperature of 140 degrees).

2 tablespoons yellow mustard
2 tablespoons mayonnaise
1/4 cup sautéed onions
1 egg, slightly beaten
1 tablespoon granulated garlic
3 tablespoons Old Bay seasoning
1 tablespoon lime juice (adjust to taste)
1/3 cup dry bread crumbs
1 pound Phillips claw crab meat
Disaster Drill

Moses Cone Health System participated in a seven-county disaster drill that involved a tornado striking Iredell Memorial Hospital and forcing the evacuation of nearby hospitals. In the Aug. 1 scenario, tornadoes also touched down in High Point and Greensboro.

Here, command center staff – including (from left) Karin Henderson, Nursing Service Director, Jody Moore, Emergency Management Coordinator, and Tim Clontz, Executive Vice President, Health Services – oversee hospital operations from Room 1108 at The Moses H. Cone Memorial Hospital.

The “mass casualty evacuation transport” bus is loaded with “patients” as it arrives at the Moses Cone Hospital Emergency Department.

Emergency Department staff Robert Beaton, MD, Medical Director, and Belinda Hammond, Assistant Director, direct EMS crews as they arrive at the hospital.

Woodmont Olympics

The 3- and 4-year-old classes at Woodmont Child Development Center, which provides care for children of Annie Penn Hospital employees, recently held their own version of the Olympics. Here, teachers of the class, (from left), Robin Brown and Vicki Thrift pose with their Olympic champions.
Waters to Take Top Job at Florida Health System

After six years with Moses Cone Health System, Glenn Waters, Chief Operating Officer, will leave in late September to become president of Morton Plant Mease Health Care in the Clearwater-St. Petersburg, FL, area.

“All of us certainly will be sorry to see Glenn go,” says Tim Rice, President and Chief Executive Officer, Moses Cone Health System. “We have been fortunate to have his experienced leadership for the last six years guiding the operations of our organization. However, it has always been his career goal to be a chief executive officer at a large healthcare system, and this is an excellent opportunity for him.”

Morton Plant Mease is the leading not-for-profit health system in the Clearwater-St. Petersburg area, with four hospitals with a total of 1,252 beds and several outpatient sites. The system has 7,200 employees and 1,100 physicians. Glenn plans to leave the Health System in late September and begin his new role in mid-October.

Waters started with Moses Cone Health System in July 2002 as Executive Vice President at The Moses H. Cone Memorial Hospital. In 2004, he was appointed Chief Operating Officer for the System.

“Over the next several weeks, I will be working with Glenn to reassign his responsibilities,” Rice says. “During the same time, I will be evaluating our organizational structure, and this may or may not include moving to fill the COO position. I will keep you informed as decisions are reached.

“Please join me in congratulating Glenn on his new role. I know we all wish him the best!”

Rehab Shares Respectful Practices toward People with Disabilities

Recently, the News and Record featured a front-page story about Dennis Burgess, a man with cerebral palsy who was mistreated after a well-meaning 911 caller saw him in his wheelchair and wrongly assumed he was in distress. When police and paramedics arrived, they held his arm and commented repeatedly that he might bite. Burgess, who communicates via a computer keyboard, didn’t have time to turn his machine on to clarify the situation, which lasted 30 minutes.

There’s a valuable lesson in this story.

Most of us interact daily with individuals with disabilities. Are we always aware of proper etiquette in relating to our patients, clients and visitors who have disabilities? Are we sensitive in how we converse with or how we talk about those with disabilities?

“It’s important to remember that patients’ views of themselves and their abilities are often shaped by how they are viewed by our employees, their families and the community,” says Marilyn Lane-Morgan, RN, Quality Manager, Inpatient Rehabilitation Center.

When interacting with people who have disabilities, staff at Moses Cone Inpatient Rehabilitation Center suggest:

- Use “person-first” language. Never identify people solely by their disability. For example, rather than “spinal cord injured,” use “people with spinal cord injuries.” Instead of “amputee,” use “gentleman who has had an amputation.”
- Avoid using demeaning terms such as cripple, handicapped, victim, deformed or afflicted. Rather than “wheelchair bound,” say “she uses a wheelchair.”
- Do not use the words “healthy” or “normal” in contrast to someone with a disability. Do not say “normal arm” or “good arm” in contrast to a weak arm.
- When introduced to a person with a disability, greet them as you would anyone else, with a handshake, a smile or a touch on the arm to welcome and acknowledge their presence. Treat adults in a manner befitting adults: Call a person by his or her first name only when extending that familiarity to all others present. Look and speak directly to the person, rather than through a companion who may be with them. Relax and speak in a natural tone.
- When addressing a person who uses a wheelchair, never lean on the wheelchair. The chair is part of the space that belongs to that person. When talking to someone in a wheelchair for more than a few minutes, use a chair, if possible, in order to place yourself at the person’s eye level. Never patronize people using wheelchairs by patting them on the head or shoulder.
- When someone with a disability needs assistance, offer help with sensitivity and respect. Be prepared to have the offer declined. Do not proceed to assist if your offer is refused. “By modeling acceptable behaviors and focusing on the person first,” Lane-Morgan says, “we can impact how others view those with disabilities, and how those living with disabilities view themselves.”
Couple Quit Smoking Together

It can be hard to stay smoke-free if there are cigarettes around the house and lots of opportunity to smoke them.

That’s why Cindy Taylor, Systems Analyst, Finance, and her husband, John, took the Moses Cone Health System Quit Smart class together.

“I’m not sure either one of us could have done it without each other and without the class,” John Taylor says. He says he had smoked off and on since he was 16. Before he started Quit Smart in June, he was smoking about a pack to a pack and a half a day.

Cindy wasn’t a regular smoker but found it easy to have a cigarette here and there if they were around the house.

“When we had this opportunity, I thought it’d be a good way to quit for good,” Cindy says.

Knowing that the Health System class was open to spouses and dependents of employees, she brought the information home to her husband. Though he’d tried to quit in the past, he says this time he was really ready.

“The first thing that came to mind was that I really wanted to quit for myself,” he says. “You have to really want this. I have a heart condition, so I wanted to follow a healthier lifestyle. I wanted to quit for Cindy because the more I smoked, the more cigarettes were lying around for her to smoke. And we have a new granddaughter in our lives, and I wanted to live long enough to watch her grow. I felt cigarettes were so destructive. I knew in my heart I had to be done with them.”

They took the five-session class together. John used gum and a nicotine patch for the first week. Cindy found the meditation CDs to be helpful. And both raved about the instructor, Kathy Norins, for her vast knowledge and support. “She made us see things about smoking we didn’t think about before,” Cindy says.

But most importantly, they shared the hard work of quitting and made progress together. “We had each other to lean on,” John says. “It worked for us and I’m very thankful for it.”

The birth of their granddaughter, Savannah Nicole Taylor, was a big reason that Cindy and John Taylor wanted to quit smoking.
With more than 730 walkers and 150 teams, Moses Cone Health System employees have walked across North Carolina. The walking campaign began July 23 and continued through Aug. 3. Participants formed teams, strapped on pedometers and tracked their daily steps. The goal was to walk 1.1 million steps – or 560 miles – which is the distance from Murphy to Manteo.

Each team logged an average of 1.6 millions steps, or nearly 800 miles.

Participants received a free pedometer, walking journals and a chance at some North Carolina-related prizes.

“The program is designed to get employees more physically active while encouraging teamwork,” says Becca Jones, Wellness Coordinator. “I have been thrilled at the response.”

Employees Walk Across NC

Don’t miss your chance to qualify for $300 in reimbursement for wellness-related products and services.

The Personal Wellness Profile (PWP) is an online health-risk questionnaire that examines your family history, health status and lifestyle to help you identify your risk factors for preventable disease, diminished quality of life and even early death. The profile shares information about what you can change to increase your healthy lifestyle. All information is kept confidential.

The PWP is free for all Health System employees. Those employees enrolled in the 2008 health plan who complete the PWP between Jan. 1 and Dec. 31 will be eligible for taxable reimbursement of up to $300 per employee in 2008 for approved wellness/preventive care products and services.

You can complete the PWP again this year even if you took it in 2007; however, you must wait 365 days from when you completed it in 2007 before completing it in 2008.

The list of qualifying expenses has been expanded this year and includes reimbursement for:

• Co-pays for wellness physical exams, well vision care exams and other out-of-pocket expenses for preventive tests, including colonoscopy, sigmoidoscopy and bone density tests.
• Nutritional counseling provided by a registered dietitian or other trained counselors.
• Weight Watchers program fees.
• Smoking cessation aids (covers products and services, including counseling, prescriptions, patches, gum, hypnosis, acupuncture, etc.).
• Fitness club memberships and personal training.
• Books, tapes, videos and DVDs on exercise and nutrition.
• Massage therapy.

Need instructions on how to complete the PWP or need to know when you took it last? Need a schedule of the reimbursement deadline/payout dates? Need a copy of the 2008 wellness reimbursement claim form? Visit www.mosescone.com and click on For Employees and then the Will B. Healthy apple logo.

If you have questions, contact Becca Jones, Wellness Coordinator, at becca.jones@mosescone.com or 832-2590.
The Gift of Life:
Nurse Makes Bone Marrow Donation

It’s quite a thing to be a bone marrow donor for someone you don’t know. But Tanya Stalling, RN, not only did that – she also missed her long-planned trip to Jamaica when the donation was scheduled for her vacation week.

Stalling is an Administrative Coordinator at The Women’s Hospital of Greensboro. She has been on the bone marrow registry since 1989 when she signed up during a blood drive at North Carolina A&T State University.

“I know the importance of bone marrow donations,” she said. “I don’t know if it’s because I’m in the medical profession and I know there is a need. I also know that there’s a shortage of African-American donors on the registry.”

Stalling had donated blood and participated in last-minute pheresis donations to aid cancer patients in the past. (Pheresis is a special kind of blood donation by which specific components including platelets, plasma or white blood cells can be collected.)

But recently, the registry staff called to say she was a perfect bone marrow match for a 21-year-old man living outside the United States who was suffering from a rare form of cancer. She agreed to donate her marrow.

But when the patient became ill, the donation was postponed and rescheduled for her vacation week. So she pulled out of her seven-day trip to Jamaica and made the donation. “It wasn’t that big of a deal,” she says. “We’re talking about a life-or-death situation for this patient.”

In six months to a year, Stalling is allowed to call and follow up to see if the man survived the stem-cell transplant and possibly to learn about his current condition. She may also consider making another donation if needed.

Want to Help?

Moses Cone Health System held a bone marrow drive on Aug. 14, and 180 people registered to be donors. For more information about joining the bone marrow registry, contact the National Marrow Donor Program Southeast District in Charlotte at 1-888-298-6375 or on the Web at www.marrow.org. Donors with diverse racial or ethnic backgrounds are especially needed.

CPR Course Pays Off for Nurse, Visitor

It’s a good thing that Gail Howard, RN, Nurse Care Manager, had just taken her CPR refresher course.

Howard was eating lunch with a co-worker at The Moses H. Cone Memorial Hospital cafeteria one day in July when they heard a commotion. “I heard this visitor saying, ‘Are you OK?’ to someone, and I turned around and saw a man who appeared to be choking,” Howard recalls.

Howard said the first thing she did was look around to see who else might be coming to help. When no one came to the rescue, she jumped up and asked the man again if he was OK.

The man shook his head and had his hands around his neck in the universal sign for choking. “I told the man, ‘I am going to try to help you,’” Howard said. Quickly, she began doing the Heimlich maneuver (now called abdominal thrusts). She completed the first five thrusts when the man spit out a piece of pineapple pizza. “That’s it,” he said. “You got it.”

Howard offered to take him to the Emergency Department, but the visitor just thanked her and declined. After a short while, he and his friend left.

Another nurse came by, patted Howard on the back and asked if she was OK.

“It was a bit shaken, but it felt pretty good after it was all over with,” Howard says. “I went home and told my husband I saved a life today.”
Eleven Nurses
Named to Great 100

Eleven of the top 100 nurses in North Carolina work at Moses Cone Health System. The caregivers were named to the state’s annual Great 100 list of outstanding nurses.

“This is a reflection of the high quality of nurses who work at Moses Cone Health System,” says Joan Wessman, Chief Nursing Officer. “It’s also a reflection of the commitment to caring and compassion that all of our nurses bring to their jobs every day.”

Honorees include:

Sue Booth, RN, Emergency Department, The Moses H. Cone Memorial Hospital
Margaret Collins, CRNA, The Women’s Hospital of Greensboro
Teresa Crite, RN, 2100, Intensive Care, Moses Cone Hospital
Missie Dickens, RN, Flexible Resources
Kimberly Mays, RN, Staff Education
Kelly Moon, RN, Emergency Department, Moses Cone Hospital
Susan Moore, RN, 2900, Coronary Intensive Care, Moses Cone Hospital
Gayle Mueller, RN, Director, Intensive Care/Step-down, Wesley Long Community Hospital
Brenda Murphy, RN, Clinical Nurse Specialist
Deborah Nix, RN, Mother/Baby, The Women’s Hospital
Mary Watkins, RN, 3700, Cardiology Patient Care, Moses Cone Hospital

These nurses will be recognized at the 20th Great 100 Gala on Sept. 27 in Greensboro. Plaques recognizing all Health System Great 100 recipients are in each hospital lobby.

The Great 100 is a not-for-profit volunteer organization that recognizes excellent nursing care and a commitment to the profession of nursing among registered nurses in North Carolina. For more information on the “Great 100,” go to www.great100.org.

thank you notes

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

My 91-year-old mother was in desperate need of your emergency services in the early hours of June 26 and again on June 29. Late afternoon on the 29th, after numerous tests, she was admitted to Wesley Long Community Hospital for a six-day stay on 5 West. I cannot say enough nice things about the total experience. Your hospital has knowledgeable, efficient and caring staff at all levels of service.

In difficult times, it was so comforting to know my mom was receiving the best of care. Each day I left knowing that she was in great hands. I found the building to be extremely clean, and I am particular! These few words do not seem adequate to express my respect and gratitude. I proudly tell everyone I talk to about the wonderful hospital we have just down the street.

Thank you so much!

Cindy Parker

Have you received an impressive thank-you letter from a patient? Please drop a copy in interoffice mail to CODEU, Marketing, Administrative Services Building.
Orthopedic Services Launches New Web Pages

Orthopedic Services has several new Web pages on the Moses Cone Health System Web site. To access the pages, go to www.mosescone.com/orthopedics.

The Web pages focus on the Joints in Motion program and the Regional Orthopedic Joint Centers at The Moses H. Cone Memorial Hospital, Wesley Long Community Hospital and Annie Penn Hospital.

“We created the Web pages to make it easy for the community to access what they need to know before surgery,” says Jay Smith, Supervisor, Acute Rehabilitation Services, Wesley Long Community Hospital. “The pages include all the educational information that is shared with patients who have been scheduled to undergo a hip or knee replacement.”

Features of the Web pages include:
- Downloadable booklets for knee replacements, anterior hip replacements and posterior hip replacements. Topics in these booklets include how to prepare for your hospital stay, what to expect during your hospital stay, rehabilitation and discharge planning.
- A short video covering similar topics.
- A brochure to help prepare family and/or caregivers.
- Two wikipedias designed by the Moses Cone Health System Library. One focuses on knees and the other on hips. They both include a wealth of information and links to many resources.
- Links and contact information for local orthopedic offices and physicians.
- A method to register online for pre-surgical classes that are held on each of the campuses. These classes are highly encouraged for people scheduled to have joint replacement surgery. They are designed to introduce people to the hospital and medical staff and to prepare them for their surgery and recovery.
- Information about the Orthopedic Community Education Series. These free classes are open to the community and are held three times each year. Local specialty physicians present programs on various topics such as sports injuries, joint pain and arthritis. The next class will be “Understanding Hand and Wrist Problems” on Oct. 15. Registration is required. To learn more and to register, call 832-8000.

Organizational Development Earns Recognition

Moses Cone Health System has been named a High-Impact Learning Organization by Bersin & Associates, a national research and service firm in the field of organizational development.

The award recognizes the Health System’s Organizational Development department for working with the CEO and senior leadership to create effective leadership development training, coaching and succession planning. Joan Evans is the Director, Organizational Development.
## MOSES CONE HEALTH SYSTEM 2008 GOALS

Results for Oct. 1, 2007 - July 31, 2008

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<thead>
<tr>
<th>SYSTEM INDICATOR</th>
<th>MEASURE</th>
<th>GOAL</th>
<th>ACTUAL</th>
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<td>Mortality Rate</td>
<td>Risk Adjusted Mortality Rate</td>
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<tr>
<td>Community Health</td>
<td>Smoking Cessation Counseling %</td>
<td>90%</td>
<td>95.81%</td>
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<tr>
<td><strong>PATIENT SATISFACTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patients Who Would Recommend Us For Care</td>
<td>Would Recommend Inpatient</td>
<td>87.60</td>
<td>87.42</td>
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<tr>
<td></td>
<td>Would Recommend ED</td>
<td>72.35</td>
<td>69.54</td>
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<tr>
<td>Turnover</td>
<td>Turnover %</td>
<td>15.0%</td>
<td>15.3%</td>
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<td><strong>EMPLOYEE &amp; PHYSICIAN ENGAGEMENT</strong></td>
<td>Employee Satisfaction</td>
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<td>78.7</td>
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<td>Internal Succession</td>
<td>Internal Succession %</td>
<td>60%</td>
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<td>Physician Relationships</td>
<td>Physician Satisfaction</td>
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<td>65.5</td>
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<td><strong>FINANCE</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Margin (%)</td>
<td>Margin (%)</td>
<td>5.53%</td>
<td>5.15%</td>
</tr>
<tr>
<td></td>
<td>Length of Stay</td>
<td>5.02</td>
<td>5.00</td>
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</table>
Women’s Only 5K Walk & Run
Set for Oct. 4

Whether you want to run, walk or volunteer, join hundreds of women who will participate in the 16th Women’s Only 5K Walk & Run on Oct. 4 at The Women’s Hospital of Greensboro.

One of the largest women’s only races in the South, the event benefits Guilford County women who cannot afford mammograms.

All entry fees directly benefit the Mammography Scholarship Fund at The Breast Center of Greensboro at The Women’s Hospital. This fund provides free mammograms for women who are uninsured and ineligible for Medicare or Medicaid.

The fund is increasingly used as the number of uninsured in the community rises, says Shawn Houck, RN, Corporate Events Specialist, Marketing. The average charge for a digital mammogram is $237. In the last 15 years, the Women’s Only has raised more than $200,000, helping countless women in the community detect and defeat breast cancer.

In addition to the main race, which begins at 9:30 a.m., there will be a Girls’ Only Mini Walk & Run for girls ages 6 and younger starting at 8:15 a.m.

There also will be a Children’s and Family Expo that will feature games and activities for the entire family. The Women’s Expo will offer more than 20 exhibits, including spa treatments, women’s wellness, fitness and running vendors, massage therapy activities, women’s beauty products, sportswear, artisans and sponsor exhibits.

To register online for the races, go to www.womensonlyrun.com. For more information or to volunteer, call the Marketing Department of Moses Cone Health System at 832-8131 or e-mail womensonlyrun@mosescone.com.
More than 130 area teens worked at Moses Cone Health System hospitals this summer.

The Moses H. Cone Memorial Hospital had 104 teen volunteers. They worked in 35 hospital departments and logged more than 6,000 hours of service.

Wesley Long Community Hospital had 11 high school student volunteers. They worked 477 hours in departments, including nursing units, the surgical waiting area, the operating rooms, Training and Development, Admitting, the Gift Shop and Executive Offices.

At Annie Penn Hospital, 18 teen volunteers served in nine hospital departments and contributed 1,248 hours of service.

“We are so grateful for this group’s tremendous effort,” says Bob Bessey, Director, Volunteer Services, Moses Cone Hospital. “The students provided an outstanding service to all our hospitals this summer while learning a lot about working in the healthcare environment.”

Hospitals Benefit from Teen Volunteers

Annie Penn Hospital teen volunteers were recognized for their service with a luncheon at Pennrose Park Country Club on Aug. 1.

Elizabeth Van Eerden, a student from Stokesdale, cleans a wheelchair as part of her work with the Teen Volunteer Program at The Moses H. Cone Memorial Hospital.

Trading Places

Congressman Mel Watt (D-NC) recently visited HealthServe Community Health Clinic as part of his 12th annual “Trading Places” program, in which he joins workers in various industries for brief visits to hear their concerns on policy matters. He toured HealthServe and “worked” in the pharmacy. Here, he discusses healthcare issues with a patient.
Employee Award Winners Recognized

THE MOSES H. CONE MEMORIAL HOSPITAL
EMPLOYEE OF THE MONTH

Alexis Smith
Chaplain, Pastoral Care Services
NOMINATED BY: Jean Wolf, Assistant Director, Oncology, Regional Cancer Center

“Last month, Alexis took part in a wedding in the inpatient oncology department,” Wolf writes. “On very short notice, Alexis met with the patient and fiancé, recognized their unique circumstances, rewrote the standard wedding vows to a more appropriate format and officiated at the ceremony. It was very personal and meaningful, and there was not a dry eye in the room.”

GEMs
Deania Bell, Nurse Tech, Orthopedics, 5000
William Brown, Security Officer, Security
John Hanes III, EMT, Urgent Care Center
Karl Hooker, Nutritional Services Ambassador, Nutritional Services
Carrie Ratliff, Rehab Tech, Neuro Rehabilitation, Outpatient Rehabilitation Center - Church Street
Sherry Richardson, RN, Cath Lab
Tarra Smith, Nurse Tech, Surgical Services, 5700
Cat Taylor, Environmental Tech, Environmental Services
Roy Welsh, IV Therapy Tech, IV Admixture Services
Ann Wyrick, Environmental Tech, Environmental Services

WESLEY LONG COMMUNITY HOSPITAL
EMPLOYEE OF THE MONTH

Pauline Dancy
Nurse Tech/Secretary, Orthopedic/Bariatric Department
NOMINATED BY: Several patients

“Pauline stopped in to check on me frequently and anticipated what I might need (more soda, coffee, newspaper, help walking, etc.),” one patient writes. “She was kind and considerate and never appeared rushed.”

“Pauline is always working. She does not have to be told what to do. She is on it, pronto,” another patient writes. “She lets the nurse know if she has any concerns about patients. Pauline knows what is happening before the patient asks. She is knowledgeable, caring and makes good suggestions.”

GEMs
Hunter Bradshaw, Physical Therapist, Acute Rehabilitation
Dawn Bynum, Environmental Tech, Equipment Services
Elythe Clark, RN, General Surgery
Lyndsey Currin, RN, Telemetry
Theresa Denton, RN, General Surgery
Jennifer Edwards, Nurse Tech/Secretary, Orthopedics/Bariatric
Amy Laughlin, RN, Telemetry
Hongthu Nguyen, RN, Telemetry

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

Deborah Hill
RN, Women’s Nursing Unit, The Women’s Hospital
NOMINATED BY: Sherry Colon, RN, Adult ICU

“One evening, the person who was scheduled to work AICU from 7 to 11 p.m. forgot she was working and could not come,” Colon writes. “Deb was the only nurse who agreed to come to AICU. If she had not, I would have had no one to relieve me, and I would have worked 16 hours that day.”

GEMs
Donna Coley, RN, Maternity Admissions
Ashley Ellis, RN, Maternity Admissions
Brenda Erdy, RN, Medical/Surgical ICU
Rebekah Grammer, RN, Women’s Nursing Unit
Lorena Ibarra, RN, Mother/Baby
Jackie Mieczkowski, Nurse Extern/NT, Birthing Suites
Kris Saia, Admissions Services Associate, Admitting
Theresa Slade, RN, Maternity Admissions
Reyna South, Patient Financial Counselor, Patient Accounting
Bill Wilson Sr., BMET Tech, Biomedical Technology
ANNIE PENN HOSPITAL
ANNIE’S SPIRIT WINNER

Dresden Grover
Certified Occupational Therapy Assistant
NOMINATED BY: Amy Frasier, Licensed Physical Therapy Assistant

“An elderly visitor had difficulty with her colostomy bag while she was in a hospital restroom,” Frasier writes. “Dresden immediately went to help secure the lady’s colostomy bag and get it cleaned up.”

BEHAVIORAL HEALTH CENTER
EMPLOYEE OF THE MONTH

Ojetter “O.J.” Jackson
Secretary, Outpatient Services
NOMINATED BY: Angela Beard, Secretary, Outpatient Services

“O.J. is a real team player and holds things together in the outpatient clinic,” Beard writes. “Recently, when the outpatient team took the secretaries out for lunch, the lunch took a little longer than expected. One of the physician assistants was expecting an appointment at 1 p.m. He had ridden with someone else, so O.J. volunteered and left her food to bring him back and stayed to help him out.”

GEMs
Debra Millikan, Senior Mental Health Tech, Inpatient Adult Services
Barbara Marksamer, RN, Inpatient Adult Services

HEALTH SERVICES DIVISION
GEM
Trisha Christopher, LPN, Annie Penn Nursing Center

LEBAUER HEALTHCARE
GEM
Cristin Bennett, Lead CT Tech, CT Scanner

“I am grateful to be here. I appreciate the commitment to care that I see demonstrated in many ways. I work with incredible people.”

– Alexis Smith

“I try to do the admirable thing concerning our patients, and this time, I was caught in action. I’m proud to know these types of gestures are still recognized.”

– Ojetter Jackson
Mark Your CALENDARS

FAIRWAYS FOR AIRWAYS
This golf tournament is presented by the Greensboro Housing Coalition and Moses Cone Health System Respiratory Therapists. The money raised benefits children with asthma.
Saturday, Sept. 13, 1 p.m.
Country Hills Golf Course

PROSTATE CANCER SCREENING
Free prostate cancer screenings are available to men who have not had a prostate exam in the last 12 months and who are age 50 or older; who are African-American and age 40 or older; or who have a previous family history of the disease. The screenings are open only to men who have no insurance, have Medicaid and/or Medicare or who cannot afford to visit their regular physicians.
Monday, Sept. 15, 5:30-7:30 p.m.
Tuesday, Sept. 16, 5:30-7:30 p.m.
Moses Cone Regional Cancer Center, first floor
Registration is required. Call 832-8000.

RED HOT MAMAS: SEX IN MENOPAUSE CITY
Suzanne Miller, MD, a gynecologist with Greensboro Women’s Health Care, PA, and Jane Rosen-Grandon, PhD, a marriage and family therapist, discuss the physical and psychological aspects of sexuality and intimacy during menopause.
Tuesday, Sept. 16, 6:30-8 p.m.
The Women’s Hospital, Classrooms 5 and 6
Registration is required. Call 832-8000.

MATTERS OF THE HEART
Learn the latest on heart health from these two speakers:
• “Heart Attack Symptoms and the Importance of Early Intervention” presented by Charles Wilson, MD, Medical Director, Moses Cone Health System Heart and Vascular Center.
• “You Had a Heart Attack … What Now?” presented by Annette Minor, RN, CareLink Critical Care Transport, Moses Cone Health System.
Wednesday, Sept. 24, 6:30-8:30 p.m.
Call 832-8000 for location and registration.

It’s All About YOU

Darlene Allen, Carol Blackstock, John Flowers and Tammie Readling, all Pulmonary Function Technologists, recently passed an exam and earned the designation Certified Pulmonary Function Technologists (CPFT). The Respiratory Care departments at The Moses H. Cone Memorial Hospital and Wesley Long Community Hospital both operate pulmonary function laboratories and perform hundreds of various lung function tests annually. The new certifications demonstrate competence and expertise in this area and set the labs apart from most others.

Mary Beth Brown, RN, Manager, Clinical Documentation Improvement and Utilization Review, has received her certification as a professional in healthcare management, CPHM.

Donna Lo, RN, Birthing Suites, passed the American Midwifery Certification Board exam and is now a certified nurse midwife.
**Satisfaction Scores**

Would patients recommend the Health System for care?*

Inpatient Scores

<table>
<thead>
<tr>
<th>Moses Cone Hospital</th>
<th>GOAL = 87.3</th>
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</thead>
<tbody>
<tr>
<td>May</td>
<td>83.99</td>
</tr>
<tr>
<td>June</td>
<td>82.3</td>
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<td>July</td>
<td>83.72</td>
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<td>May</td>
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<tr>
<td>June</td>
<td>87.2</td>
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<td>July</td>
<td>92.59</td>
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<th>The Women’s Hospital of Greensboro</th>
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<tr>
<td>May</td>
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<tr>
<td>June</td>
<td>91.3</td>
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<tr>
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<tr>
<td>June</td>
<td>90.0</td>
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<td>July</td>
<td>86.4</td>
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Emergency Department Scores

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<tr>
<td>June</td>
<td>73.2</td>
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<td>68.42</td>
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<td>June</td>
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<td>June</td>
<td>64.9</td>
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<tr>
<td>July</td>
<td>68.64</td>
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* 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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Doug Allred, Beth Cox, Karen Phillips, Trent Taylor, Sharon Troxler, Lisa Wilkerson

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

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**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 August:

Joanna Gerrald, Clerical Assistant, Patient Accounting – Customer Service; Sheryl Hairston, Nursing Secretary, 5000 – Orthopedics, The Moses H. Cone Memorial Hospital; Debra Marsh, Patient Accounting Representative, Managed Care; Margie Roberson, Risk Management Coordinator, Risk Management; Nora Soler, Medical Office Representative, HealthServe Community Health Clinic.

This month’s quiz:

1. What begins on Oct. 13?
2. True or False: It’s a good idea to lean on patients’ wheelchairs when speaking with them.
3. What is this year’s United Way goal for Greensboro campuses?
4. What day can you learn more about recovering from a heart attack?
5. Name one award winner featured in this issue.

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**ENTRY FORM**

Send your entries to Marketing by Sept. 17. All correct entries will be placed into a random drawing, and five meal-ticket winners will be announced in the October 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.

**ANSWERS**

1. 
2. 
3. 
4. 
5. 

Name

Department, Campus

Phone