

# pulse

FALL  
2008

For the employees and friends of Maryland General Hospital



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**Members to Our Team**

Maryland General's commitment to providing service that exceeds expectations to our patients, visitors and co-workers is embodied in our *R.I.T.E. Touch* philosophy. And, providing that outstanding service just got a bit more rewarding.

We recently introduced the *R.I.T.E. Touch* Employee Recognition Program which is designed to reward employees who go above and beyond the expected. At the foundation of the program is the understanding that employees play a key role in ensuring that every encounter we have with patients, their families and each other is a living example of our commitment to respect, integrity, teamwork and excellence.

"This program was created to recognize the efforts of employees who bring our *R.I.T.E. Touch* values to life," says Don Ray, Vice President of Operations. "We have a team of dedicated, skilled people at Maryland General and I'm confident that they will help us soar above expectations as we strive to make this the community hospital of choice."

**HOW THE PROGRAM WORKS**

The program is based on a points system. There are three ways you can earn Touch Points:

- On-the-spot recognition by managers and other leaders that reward you for an outstanding demonstration of the *R.I.T.E.* values. There are two levels of rewards—personal (2,500 points) and V.I.P. (5,000 points) for truly exceptional service
- Years of service recognition when you reach service milestones starting with five years
- Employee of the month/ Employee of the year recognition



# THE R.I.T.E. WAY

to bring our values to life

To kick off the *R.I.T.E. Touch* Employee Recognition Program, every eligible employee was automatically awarded 2,500 points, a great start. As you earn Touch Points, you can either redeem them on awards like electronics, sports equipment, cookware, jewelry, apparel items with either the Maryland General or *R.I.T.E. Touch* logos – and much more. Or, you can accumulate point over time for bigger rewards like vacation packages, computers, etc.

To get a look at all the rewards you can choose from, check your points balance or review the program guidelines, just go to [www.mymghrewards.com](http://www.mymghrewards.com). Once you're there, it's easy to access the secure site. Just enter your user name and password and start shopping. Your user name is you employee ID number. The first time you log on to the website you have a standard password that you will be prompted to change.

"There's a lot of excitement around the *R.I.T.E. Touch* Employee Recognition Program," adds Don Ray. "Everyone feels great when they're recognized for a job well done and the wide choice of rewards just heightens that positive feeling." ■

*"We have a team of dedicated, skilled people at Maryland General and I'm confident that they will help us soar above expectations as we strive to make this the community hospital of choice."*



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## A Note From SYLVIA

By now, we're all familiar with our R.I.T.E. Touch philosophy: through respect, integrity, teamwork and excellence, we will strive to exceed the expectations of our patients, their families and our co-workers. But as a new year approaches, I've been thinking about how our service-focused approach to all we do ties into a bigger picture of the goals of Maryland General.

One of our six key goals for 2009 is to exceed not only patients' expectations with the services and support we provide but also the expectations of the physicians we work with. How are we going to reach that goal? I think of the R.I.T.E. Touch as a map for getting there. When we follow each touchstone of our philosophy every day, we'll find ourselves right on course.

By treating our patients, physicians and co-workers with respect we build a spirit of cooperation that helps patients feel cared for with compassion and dignity and helps us all do our best work.

Integrity guides us to be honest and ethical in all of our interactions so our patients know they can rely on us to provide the quality care and support they need and the people we work with know they can count on us to always do the right thing.

Our success depends on our commitment to teamwork—communicating openly and honestly and working together to provide the best care. We all have an important part to play on the team.

Achieving excellence means that each of us puts forth our best effort, shares our insights and puts our talents to work so that we can exceed the expectations of our patients, our community and each other.

Sometimes it might seem easy to get lost on the side roads, steered off course by challenges that arise during the work day, but if we live our R.I.T.E. Touch values, I know we'll get where we all want to go.

Sincerely,



**Sylvia Smith Johnson**  
President & CEO



# General NEWS

## Give your health a hand New campaign stresses hand hygiene



**Knock out infections before they spread**

The power to prevent infection is in our hands. 98% of all infections, including staphylococcus, influenza, RSV and enterococcus, are spread by hand contact. The best way to fight that threat and protect your patients, yourself and your co-workers is to wash your hands every time **before** and **after** you:

- have direct contact with a patient
- use the restroom
- remove your gloves
- sneeze or touch your face or eyes

**Clean hands make our hospital healthier!**

Did you know that you can pass on an infection to someone by simply shaking their hand? Many infections are spread by hand contact and Maryland General's Infection Control Department wants to help knock out infections before they spread. During National Infection Control Week, the group provided information to employees, patients and visitors about the importance of frequently washing your hands. A new hand hygiene campaign was also unveiled with the educational materials posted throughout the MGH campus.

According to Raj Shah, Manager of the Department of Infection Control, "Washing your hands contributes to a healthier environment for all and

prevents the spread of infection. Prevention of hospital-acquired infections can result in reduced length of stay for patients."

Be on the lookout for the new posters and flyers and do your part to help maintain a healthier environment for everyone. ■



**Give your health a hand.**

Almost all infections, some of them life-threatening, are spread by hand contact. That's why it's important for everyone — you, your visitors and your health care providers — to keep their hands clean.

If you're not sure if your doctor, nurse or staff member has washed their hands, **don't be shy! Ask!**

**Clean hands protect your health!**



**YOU just spread the infection.**

Staph infections. The flu. Diarrhea. Respiratory viruses. These and many more diseases all spread through hand to hand contact. How can you protect yourself and your loved ones? It's simple — wash your hands every time before and after you:

- have direct contact with a patient or the surfaces in their room
- sneeze or touch your face or eyes
- eat anything with your hands
- use the restroom

**Clean hands — the infection fighter!**

*“Washing your hands contributes to a healthier environment for all and prevents the spread of infection.”*

## Maryland General continues to exceed Emergency Preparedness standards


Maryland General Hospital was recognized by the Department of Health and Mental Hygiene (DHMH) for its contribution and practicing the regulated protocols for Emergency Preparedness.

National Preparedness Month focuses on family emergency preparedness and encourages Americans to take simple steps to prepare for emergencies in their homes, businesses and schools.

MGH was recognized by the DHMH for taking the initiative to educate patients, visitors and members of the community about their role in making sure that everyone is prepared during an emergency.

For more information and preparedness planning tips visit [www.dhmh.state.md.us](http://www.dhmh.state.md.us). ■

## MGH awarded Grant from the Aetna Foundation to Prepare Nursing Students for Leadership and Practice

 Maryland General Hospital has been awarded a \$37,500 grant from the Aetna Foundation to help fund a program designed to build leadership/management skills and prepare nursing students for a successful transition to professional nursing.

The program will provide valuable classroom and clinical experience by linking nursing students to professional nurse mentors in a “real world” setting prior to graduation. It will also improve clinical skills through guided patient-care experiences.

This program demonstrates Maryland General’s commitment to the community and securing the future of individuals who want to provide the *R.I.T.E. Touch!* ■

## Maryland General, Kernan and Maryland Physicians Care make \$75,000 Donation to Coppin’s Helene Fuld School of Nursing



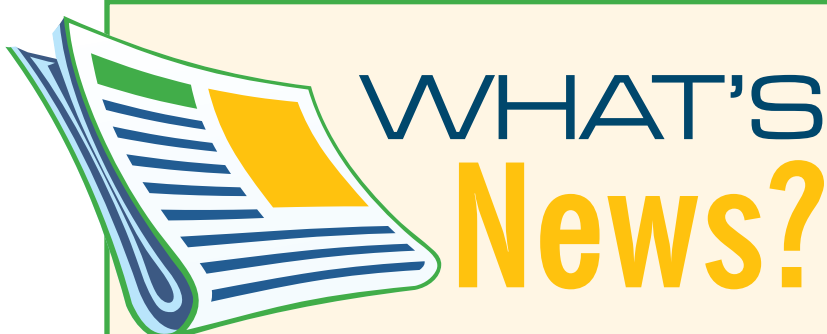
Maryland General Hospital, Kernan Orthopaedics and Rehabilitation Hospital and Maryland Physicians Care joined together to provide a \$75,000 grant to The Coppin State University Helene Fuld School of Nursing for the purchase of virtual patient simulators. (L to R) Dr. Sadie R. Gregory, Provost & Vice President for Academic Affairs, Coppin State University; James Ross, CEO, Kernan Hospital; Marcella Copes, Ph.D., R.N., Dean of the Coppin State University Helene Fuld School of Nursing; Sylvia Smith Johnson, President and CEO of Maryland General Hospital; and Cynthia Demarest, CEO of Maryland Physicians Care.

Maryland General Hospital, Kernan Orthopaedics and Rehabilitation Hospital and Maryland Physicians Care joined together recently to provide a \$75,000 grant to The Coppin State University Helene Fuld School of Nursing for the purchase of patient simulators.

Patient simulators are virtual patients, built to simulate human characteristics and functions including blinking and dilating eyes, tearing, drooling, bleeding, pulsing, inhaling oxygen, exhaling carbon dioxide (with chest movement), talking, urinating swelling tongue, etc. To assist in teaching students to handle real-life medical situations, their “patients” are

capable of simulating nearly any possible human medical emergency, including allergic reactions, drug overdoses, a severed limb or other injuries and are able to recognize and respond to medical treatment and drugs.

“We are excited to receive this grant from Maryland General, Kernan and Maryland Physicians Care” noted Marcella Copes, Ph.D., R.N., Dean of the Helene Fuld School of Nursing. “Their commitment to our nursing program will greatly enhance Coppin’s ability to prepare nursing students to care for and predict changes in the real patients they will encounter.” ■



Do you volunteer in your community? Have you won a special award? If the answer is “YES,” we would like to highlight your accomplishments in the next issue of the PULSE or send a news release to your local newspaper. Here’s your chance to brag a little. Send an email to [anix@marylandgeneral.org](mailto:anix@marylandgeneral.org); fax to **410.669.8368** or send through interoffice mail. Don’t forget to share all the details: who, what, when, where and how? Be sure to include your name, department and phone number. We look forward to hearing from you. ■

# Maryland General Launches the R.I.T.E. Touch Employee Incentive Program

During the launch of the new *R.I.T.E. Touch* Employee Incentive Program, Maryland General's executive and leadership team were on hand to greet employees as they came to work and thank them for all they do to demonstrate the *R.I.T.E. Touch* values. As employees entered the Main Hospital and other buildings on campus, the leadership team distributed information about the new program and stickers which awarded every MGH employee 2,500 points. At lunch time and in the evening, employees were also treated to special *R.I.T.E. Touch* cookies. ■



**Deb Youngquist**, Director, Rehabilitation, greets **Cathy Ramsel**, Mammography, in the Main Hospital bright and early during the launch of the *R.I.T.E. Touch* Employee Incentive Program launch.



**Above:** **Beulah Bachand**, Admitting, makes sure she receives her automatic 2,500 points, as well additional information from Chief Financial Officer **Brian Bailey**.



**Left:** Points for everyone! Chief Medical Officer **Dr. Roy Smoot** gets in on the action greeting and awarding **Jennifer Jung**, Radiology, points and additional information about the program.



**Below:** (l to r) **Florence Segal**, Director of Purchasing, distributes a special *R.I.T.E. Touch* cookie to **Ke Liu**, Quality Improvement Coordinator, during lunch.s.



**Right:** **Alisher Keldiyarov**, Patient Billing, receives his special lunch treat, along with additional information about the employee incentive program.



**Left:** **Amy Fulmer**, Director of Compensation & Benefits, makes sure **Gail Paige**, Environmental Services, is awarded her points and a special treat.



**Above:** (l to r) **Debora Paige** and **Taneka Holt**, Health Information Management, take a break to participate in the festivities.



Above: Sheryl Blecker, Director of Health Information Management, was one of the many leadership team members on hand distributing cookies and information to employees like Kathy Powell-Frater of Food and Nutrition.



Above: (standing l to r) Gary Brandon, Clinical Administrator, Brian Krebs, Ambulatory Services Administrator, Sam Harris, Director, Patient Accounting (seated l to r) Fitzhugh Alford, Administrative Director, Radiology and Dick Cook, Director of Facilities Management, eagerly await employees during the lunch festivities.



Above: Gloria Weaver, Quality/Risk Management, has the R.I.T.E. Touch, and the cookie to prove it.



Right: Angela Deborja, Physical Therapy, stops by the cafeteria for lunch and make sure she picks up additional information and a sweet treat.



Right: Davine Davis, Security and Special Services, stops by for additional information and a cookie.

# MGH Capital News

## Support Maryland General's Capital Campaign in Style



Now you can support the Core Facilities Replacement Project in style. MGH's Capital Campaign Fundraising Committee is selling short-sleeved MGH golf shirts. The shirts, priced at \$25, are available in pale pink and powder blue in sizes small to XXL.

All of the proceeds from the shirt sales go to the MGH Capital Campaign fund that supports the Core Facilities Replacement Project. If you are interested in purchasing one of the shirts or donating to the campaign, contact Kate Sullivan at ext. 8235.

There is limited supply of the shirts, so be sure to purchase your shirt in support of the MGH Capital Campaign NOW! ■

Pictured left: Dr. Kevin Schnupp (left) and David Matzusak, PhD, RRT (right) showcase the shirts for sale that benefit Maryland General's Capital Campaign fund.

## FUNDRAISING Continues to Reach the \$6M Mark

Together Everyone Achieves More. Let's go MGH TEAM!

Maryland General Hospital's staff and supporters continue to play a vital role in the hospital's capital campaign by contributing their time, talents and finances for a modernized, contemporary health care facility for our patients.

Pledges are now being accepted from team players who want to partner with MGH for the building project. So far the hospital has raised \$5.5 million, but there is more work to do to reach our \$6 million mark. Anyone who donates \$500 or more will be listed on the *MGH Community Health*

*Foundation Wall of Honor*. For more information or to get your pledge form, contact Kate Sullivan at 410.225-8235.

We appreciate your generosity and financial contributions as we **Move to Greater Heights**. ■

# LIFE at GENERAL

## Helping IRAQ WAR VETERANS Regain their PRE-WAR LIVES

MGH and Plastic Surgeon provides  
free reconstructive surgery to Iraq soldiers



Every day, thousands of young men and women in America put their lives on the line to protect the country. The effects of war can be emotionally and mentally scarring. And, when soldiers are wounded, the effects can be physically life-changing as well.

For many soldiers, reconstructive surgery is paired with long waiting lists and major cost restraints. Fortunately, organizations like Iraq Star are there to help. Iraq Star is a non-profit foundation dedicated to providing necessary reconstructive surgeries to Iraq war veterans – with the hope that these surgeries will help U.S. veterans heal from emotional trauma, increase self-esteem and ease their return to their pre-war lives. Working with physicians and hospitals around the country Iraq Star provides transportation, hotel accommodations, food, reconstructive surgery, medications and post-operative care.

Maryland General's own Dr. Brian Gastman, a specialist in Otolaryngology and Plastic Surgery, is one of only 158 board certified plastic and reconstructive surgeons in 38 states, DC and Canada who have generously volunteered their time and skills to

aid wounded soldiers through Iraq Star. To support Iraq Star and our wounded troops, Dr. Gastman has preformed reconstructive surgery – free of charge – on two Iraq war veterans at Maryland General.

In June 2008, Dr. Gastman performed reconstructive surgery on 25 year old Army Sergeant Jeffrey Colpetzer. During his tour in Iraq, Army Sergeant Jeffrey Colpetzer, originally from Roff, Oklahoma, was struck by the fins of a friendly-fire missile from behind and an enemy rocket propelled grenade, resulting in scars and injuries to his face and shoulder.

In September 2008, Maryland General Hospital and Dr. Gastman were able to assist another U.S. Iraq soldier in need. Sergeant Marco Robledo, who lost half of his left ear, left arm and left leg in an explosion in Taji, Iraq, received free ear reconstruction at Maryland General.

Thanks to the generosity and charitable support of Maryland General Hospital and Dr. Gastman, soldiers like Sgt. Colpetzer and Sgt. Robledo are being helped. ■



## The FACES behind the VOICES The Telecommunications Department of MGH

Their voices fill the corridors, offices and rooms throughout the Maryland General campus, and to most employees, patients and visitors, that's all they are...voices.

To a select few, some employees are familiar with the voices behind the intercom

of MGH's Telecommunications Department. Throughout the course of the day, a page over the intercom rings out acknowledging a code blue, a parking violation or a request for a doctor or employee.

"A lot of people don't realize there's more to our job than just answering the phone or requesting pages," says Rita Williams, a telecommunications operator. "Everything rings to the operator; even if someone's stuck on the elevator."

What most people do not realize is that the telecommunication operators are responsible for all calls coming into the hospital, which means they serve as an answering service for some of the MGH physicians as well as an emergency service.

Doris Baker who has worked for MGH as a telecommunications operator for 18 years, says that they often have to walk callers through the process of finding the correct physician or office.

"We are the initial contact our patients, customers and staff hear, so it's important that we always remember to remain polite and helpful to the callers that come our way," Baker adds.

Williams agrees that the operators are the first experience patients, employees and visitors have with the hospital. "So many people contact us for different reasons, so we must always remain cordial and make time to meet the needs of our patients and clients."

Another thing that Williams and Baker can agree to is that the Telecommunications Department is all about providing their customers with the R.I.T.E. Touch.

"We don't want unnecessary tension," Baker says. "We work in a small area."

"And we always remember to have respect for our co-workers and for everyone we work with," Williams adds. ■

*“There's more to our job than just answering the phone.”*

# LET'S TALK ABOUT IT

## REAL QUESTIONS REAL ANSWERS

Directly from the people who matter—our employees. Staff at Maryland General Hospital were asked:

### WHAT CHANGES HAVE YOU SEEN IN MGH SINCE THE LAUNCH OF THE R.I.T.E. TOUCH INITIATIVE?



**MARY PRICE,**  
Quality Improvement Coordinator, Quality/Risk Management, 4 1/2 years

*"I work daily with others that exemplify the essence of teamwork. MGH has changed its focus, mission and goals of operation. The hospital has changed its vision and made serious efforts to hire, train and retain the most qualified of employees, including senior leadership. MGH has made serious and concentrated efforts towards building employee motivation and morale, and recognize what I have come to see as the dichotomy between employee satisfaction, patient satisfaction and overall patient outcomes. This hospital evolved and implemented strategies simultaneously that promoted patient safety along with a changed attitude, a changed philosophy and a changed vision of providing high quality care every minute of every day."*



**CHARLES STAFFORD,**  
Recruitment/Retention Generalist, Human Resources, 7 months

*"During my tenure with Maryland General Hospital, I've noticed and experienced a genuine approach to the core values established by the executive team. It is extremely refreshing to see the CEO, and/or any member of the executive team so engaged with hospital staff and patients. Without the concerted effort of the leadership team in regards to the R.I.T.E. Touch, MGH as a whole would have a difficult time embracing and practicing this ideal. This concept has consumed the majority of employees, and it is visible by the smiles and courteousness of all involved! MGH is a great place to work!" ■*

## Ask a Doc



According to the American Cancer Society, every year thousands of new cases of cervical cancer are found in the U.S., most often through the use of a pap smear. If found early, cancer of the cervix can usually be stopped or cured.

A pap smear is a gynecological test to evaluate the external surface of the cervix (the opening to the uterus) and the

endocervical canal for signs of human papillomavirus (HPV) and its possible sequelae: abnormal cervical cells causing cervical dysplasia and cervical cancer. In the last few years, there have been new recommendations from the American College of Obstetrics and Gynecology (ACOG) in the frequency of pap smears. This frequency depends on your age and whether you have had a history of a previous abnormal pap smear.

**QUESTION:** How often should I obtain a pap smear?

**ANSWER:** The first pap smear should occur either three years after the first act of sexual intercourse or by age 21. The first pelvic exam should occur immediately after the first occurrence of sexual intercourse to evaluate for sexually transmitted diseases (STDs). This pelvic exam will not include a pap smear unless the above criteria have been met. After the first pap smear is performed, it should be repeated every year until age 30. After age 30, the pap smear should be performed every 2 to 3 years unless there is a prior history of an abnormal pap smear. If there is a prior history of an abnormal pap smear, an annual pap smear is still required. There is no current age limit for obtaining a pap smear.

For more information, or to schedule an appointment, call Women's Healthcare Associates at Maryland General Hospital: (410) 225-8991.

**Cortney M. Brown, M.D.**  
Women's Healthcare Associates at Maryland General Hospital

**DO YOU HAVE A HEALTH-RELATED QUESTION? ASK A DOC.** Submit your question by e-mail to [anix@marylandgeneral.org](mailto:anix@marylandgeneral.org). A member of our medical staff will answer your questions, and we will include selected questions in our upcoming *PULSE* issues. ■

# MGH KUDOS

Hats Off to YOU!



**Gloria Weaver**  
Quality and Risk  
Management  
(August 2008)



**Helene "Lane" Psotto**  
Patient Accounting  
(September 2008)



**Alisher Keldiyarov**  
Patient Billing  
(October 2008)



**Beulah M. Bachand**  
Admitting  
(November 2008)

Maryland General Hospital's **Employee of the Month** program is designed to recognize excellence over and above job responsibilities. The award is given each month to the employee who makes a positive difference for our patients and staff at Maryland General. Special congratulations to the following persons for their efforts to go the extra mile:

## The RITE Touch Corner



Everyday MGH employees are shining examples of the *R.I.T.E. Touch*. Through the health care we provide our patients, to the comfort and ease of mind we provide our visitors, we aim to offer *The R.I.T.E. Touch* in every aspect of our jobs. Here is an example of an MGH employee who delivered the *R.I.T.E. Touch*.

**Submitted by Fran Parker, Director of Food and Nutrition Services**

Recently there was a patient on the 6th floor with multiple medical issues who is frequently admitted to the hospital. One day the patient was in dialysis and scheduled appointments were running late. Unfortunately, the patient did not eat her lunch, and the Food and Nutrition department was asked to hold the patient's tray. By the time the patient returned to her room, the food was cold and unappealing. The patient was not satisfied and requested to speak with the department's director. Hope Wrenn, patient services manager, heard about the patient's situation and wanted to help in any way she could.

Hope visited the patient and listened as the patient expressed her frustrations. Hope empathized with the patient and asked what she and

the staff could do to meet her needs. The patient replied that she was hungry and in some pain. Hope asked the patient what she wanted to eat and she was able to modify the patient's requests to meet her diet restrictions. Before Hope left the floor, Hope was able to find the patient's nurse, and walked back to the patient's room alongside the nurse.

Moments later, Hope returned to the patient's room with a food tray and asked the patient if her pain was alleviated. The patient responded it was and Hope asked if there was anything else she could do for her. The patient responded, "Yes, give me your name."

Later, the patient contacted the Patient Advocate and told of her story. "In all my hospital stays at MGH, this was the first time I felt like someone really cared about me," the patient said.

**Do you know a co-worker, or MGH employee who provides The R.I.T.E. Touch?** If so, submit the story to President and CEO Sylvia Smith Johnson at [ssmithjohnson@marylandgeneral.org](mailto:ssmithjohnson@marylandgeneral.org), so that we can share his or her leading example with others. ■

## MGH Welcomes



**Robert A. Chrencik**  
Interim President and  
Chief Executive Officer,  
University of Maryland  
Medical System

Robert Chrencik was named Interim President and Chief Executive Officer of the University of Maryland Medical System in August. He has been the long-time, respected financial leader of the Medical System since its creation in 1984. He became its Chief Financial Officer in 1987 and has been its Executive Vice President and CFO since 1999. ■

## Welcome New Members of the MGH Team:

Join us in welcoming the following individuals to the MGH Team:



**Marian C. Callaway**  
Director of Marketing and  
Public Relations



**Vicki Chitwood**  
Nurse Manager,  
Emergency Department



**Koren Jenkins, M.D.**  
Family Health Center



**Marjorie Pennant, M.D.**  
Joslin Diabetes Center

### A THOUGHT TO LIVE BY:

*No mistake or failure is as bad  
as to stop and not try again.*

— John Wanamaker



**PULSE** is produced by the Department of Marketing and Public Relations for the employees and friends of Maryland General Hospital.

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