

pulse

SUMMER
2008

For the employees and friends of Maryland General Hospital



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EXCEEDING Expectations: The RITE Touch Debuts at MGH

What started out as a contest for a slogan for the cultural transformation taking place at Maryland General has evolved into a new name and new philosophy to define who we are, what we value and what we practice. Over 100 entries were submitted for MGH's Cultural Transformation naming contest, but it was "The RITE Touch," submitted by **Dr. Arsalan Sheikh**, division head of endocrinology, diabetes and metabolism, that seized our attention.



It was a tough decision selecting just one of the many creative and memorable slogans for the cultural transformation. Honorable mentions include:

- Do the RITE Thing:
Sheryl Blecker, HIM, & **Monica Smith**, Marketing
- Do Things the RITE Way:
Kelly Hartsell, Plastic & Reconstructive Surgery
- Choose RITE:
Patricia Bulls, RN
- We Do it RITE:
Sandra Jonjo, RN
- The RITE Direction:
Pauline Johnson, Neurology
- Let's Get it RITE and The RITE Path:
Linda Kratochvil, Radiology
- It's the RITE Thing:
Priscilla Eaddy, Administration
- RITE Makes Everything Better:
Rachel Alcid, Operating Room
- RITE on Target:
Amy Clouse, RN

- Let's Do it RITE:
Kate Sullivan, Administration
- The RITE Stuff:
Diana Bennett, Rehabilitation
- Building on the RITE Foundation:
Garvin Faulkner, Switch Board
- Take the Time to Do it RITE:
Mary Files, Pathology
- RITE Time, Right Now:
Nicole Yakas, Vascular Lab
- RITE is the Right Thing to Do:
William (Wild Bill) Drennan, Facilities
- It's the RITE Thing to Do:
Sylvia Smith Johnson, Administration
- Let's Get it RITE:
Nancy Fanguie, Administration

DEFINING THE RITE TOUCH

The RITE Touch means MGH employees will serve our patients, guests and co-workers with respect, integrity, teamwork and excellence. Each of us has many opportunities to make a lasting impression on persons who come to MGH for services and those who work here. We will define these opportunities as "touch points."

"It was a tough decision selecting just one of the many creative and memorable slogans for the cultural transformation."

- A touch point:** you receive a call from someone wanting to make a medical appointment.
- A touch point:** you take time out to give a lost patient or visitor directions and escort them to where they are going.
- A touch point:** you offer a caring and attentive response for a patient or co-worker who is experiencing difficulty.

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marylandgeneral.org

A Note From SYLVIA

DEFINING MOMENTS

Within each hour, minute and second of the day, there is often only one chance to make a positive impression that may last for a lifetime.

A hospital can be an intimidating and frightening place for many. It's a place where the sick are healed and lives are changed every day. What's great about any service organization is the ability to make a powerful and positive impact on so many lives through defining moments.

What is a defining moment? It's the first touch from a compassionate caregiver who consoles a patient in his or her time of need. It's the way you greet the person on the other end of the telephone line. Or it's a unique way in which service excellence is delivered: with a smile, with sincerity and with zeal.

You are a part of these moments. You witness them and you share them with your co-workers, families and friends.

As I walk through the halls, you also share them with me. And now, I want to share our defining moments with everyone who has an interest in making sure Maryland General is the community hospital of choice.

With the new philosophy taking place here at MGH, I challenge each and every employee and physician to create a positive defining moment, and then share these stories with me.

Everyone is encouraged to send me details about these experiences that you create or witness through interoffice mail or email. I will then collect your defining moment stories and share them through various communication channels.

Please keep your desire to excel alive and well. Our patients and their families, our visitors and your co-workers are depending on you to add The RITE Touch to their Maryland General Hospital experience.

I look forward to hearing from you.

Sincerely,



Sylvia Smith Johnson
President & CEO



General NEWS

A Healthy Partnership: Maryland General and the Department of Health and Mental Hygiene Launch New Wellness Initiative



Pictured left to right: Former President and CEO, University of Maryland Medical System **Edmond Notebaert**; **Eloise Foster**, Secretary, Department of Budget and Management; **James Johnson**, Deputy Secretary for Operations for Maryland Department of Health and Mental Hygiene; **Sylvia Smith Johnson**, President and CEO of MGH, and **Dr. Roy Smoot**, Chief Medical Officer of MGH help kick-off the program with a ribbon-cutting ceremony.

Maryland General Hospital has partnered with the Maryland Department of Health and Mental Hygiene (DHMH) to provide a no-cost health and wellness benefit that will allow nearly 3,500 State Office Center employees to have access to health screenings. Since its initial kick-off event in May, Maryland General has provided over 350 free screenings including blood pressure, glucose, cholesterol, vascular and PSA levels.

"The day-to-day demand of working and raising a family often keeps employees from attending to their own personal health needs," said **John M. Colmers**, Secretary of Department of Mental Health and Hygiene. "The partnership with our neighbor Maryland General Hospital gives us an opportunity to offer quick and easy access to health screenings and health information at no cost to employees. We are delighted to provide a way to make it easier for our employees to take better care of themselves."

"We have a responsibility to provide optimum health care to the community we serve," said MGH chief medical officer **Roy T. Smoot, Jr., M.D., FACS**. "This initiative validates our commitment to offer free screenings to those in our immediate neighborhood and will complement the State's efforts to make Maryland healthier."

President and CEO **Sylvia Smith Johnson** says that one of the primary missions of Maryland General Hospital is to partner with community groups, businesses and faith institutions to extend the scope of its health care beyond hospital walls. The hospital's Community Health Education Center spent over 14,000 hours testing nearly 20,000 persons for a variety of illnesses last year. Smith Johnson adds, "We are proud to now extend this service to the State and serve as a resource to help employees take charge of their health and improve their quality of life." ■

"We have a responsibility to provide optimum health care to the community we serve."

MGH awarded American Heart Association PERFORMANCE ACHIEVEMENT AWARD

Maryland General Hospital received the American Heart Association (AHA)/American Stroke Association (ASA) Performance Achievement Award for its Stroke Care. The award recognizes success in implementing Get With The Guidelines (GWTG), an evidence-based program for in-hospital quality improvement. It puts the expertise of the AHA and ASA to work for hospitals, helping to ensure that the care they provide to coronary artery disease, stroke and heart failure patients is aligned with the latest scientific guidelines. Hospitals must have 85 percent or higher adherence performance measures to receive the award.



MGH was recognized in the July issue of US News & World Report and will be honored at the International Stroke Conference in San Diego, California in February 2009.

According to the American Heart Association, most hospitals that implement GWTG realize measurable results, including improved patient outcomes. It's a difference that shows in the lives of patients and their families, and in the satisfaction felt by caregivers empowered to do their best. ■



WHAT'S News?

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 our 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; fax to **410.669.8368** or send through interoffice mail. Don't forget to share all the details: the who, what, when, where and how? Be sure to include your name, department and phone number. We look forward to hearing from you. ■

... The RITE Touch *Continued*

In July, executive leadership, directors, managers and supervisors led The RITE Touch initiative by participating in core values workshops. Every employee at Maryland General will also take part in these mandatory interactive workshops starting in August.

Our core values: respect, integrity, teamwork and excellence and workplace behaviors reflecting these values are highlighted throughout the sessions. Upon completing the workshop, employees will receive RITE values cards to wear on their ID and giveaways to acknowledge their participation and commitment to this effort.

INCENTIVE TO EXCEL

In this competitive health care market, every team member, whether clinical or administrative, must understand the importance of soaring above the norm. Our aim for excellence is driven by our mission to improve the health of our community through superior, compassionate care and medical education in partnership with



our physicians and employees. In order to make Maryland General the community hospital of choice, we must have the motivation to excel with The RITE Touch.

Staff at Maryland General has already begun owning this new philosophy. Because employees play such an integral part in bringing our RITE values to life, we will be launching an exciting point-based recognition program to reward employees who go beyond what is expected in serving patients and our hospital. You will learn more details about this program when you attend the workshop.

Until then, be on the lookout for examples of our core values of RESPECT, INTEGRITY, TEAMWORK and EXCELLENCE throughout the MGH campus. And ask yourself: am I serving patients and co-workers with The RITE Touch? ■

Hospital Week at Maryland General

Another Year, Another Amazing Celebration!

National Hospital Week is the time of year when departments and individuals in our organization are recognized for their combined contributions to the pursuit of wellness. After all, the cause of care is a team effort—no one does it alone. At Maryland General Hospital, we provide The RITE Touch everyday...and this was the perfect opportunity to show appreciation and thanks!

Popcorn Day & MGH Trivia Day

As always, **Delores Epps**, Food and Nutrition, serves with a smile to **Dr. Martha Swee** of Linden Pediatrics.



Dr. Efraim Kessous, Labor and Delivery, makes sure he picks up a bag of fresh, hot popcorn for an afternoon snack.

Hospital Week 2008 was filled with exciting activities and events as we celebrated MGH employees and staff. More than 700 employees were celebrated for their efforts with:

- MGH construction trivia and popcorn
- Indoor cookout with raffle prizes and a BBQ menu fit for a king and queen!
- 2nd annual MGH Idol singing competition
- Evening and night shift dessert reception

Indoor Cookout

RIGHT: **Raj Shah**, Infection Control, and **Gloria Weaver**, Quality/Risk Management, enjoy the festivities during the cookout.



LEFT: **Nancy Fangue**, Administration, prepares to partake in the grand BBQ feast.



ABOVE: Pictured left to right: **Jean Robinson**, Medical Secretary, **Leonarda Gumabon**, RN and **Antoinette Smith**, RN of the Family Health Center enjoy each others company during the cookout.

RIGHT: **Susan Whipps**, PACU, and **Wayne Cvach**, Respiratory, were a few of the supervisors on hand to serve employees during the indoor cookout.



ABOVE: Pictured left to right: **Kathy Maher**, Regulatory and Accreditation Compliance, **Ke Liu**, Quality Improvement and **Mary Price**, Quality Improvement, not only enjoy the food, but pick-up information about MGH's capital campaign.

2nd annual MGH Idol Competition

BELOW: Pictured left to right: **Fitzhugh "Al" Alford**, Administrative Director, Radiology; **Amanda Nix**, Marketing & Public Relations; **Brian Bailey**, Chief Financial and Administrative Officer, served as MGH Idol's Randy Jackson, Paula Abdul and Simon Cowell, respectively.



RIGHT: A round of applause... the MGH Idol audience supports the contestants.



RIGHT: **Kim Manigo**, Telecommunications, 2007 MGH Idol winner, weighs in on performances from the contestants.



RIGHT: **Mia Riggsby**, Linden Pediatrics, wows the crowd with her rendition of Whitney Houston's classic song Saving All My Love. Her charisma landed her a 2nd place win.



LEFT: The MGH Idol crowd voted, and **Darryl Grant** was crowned the 2008 MGH Idol winner. President and CEO, **Sylvia Smith Johnson**, awards Darryl his first place trophy, and \$100 Visa gift card.

MGH Capital News

One for the Records:



Kofi Owusu, M.D. prepares to putt.

Golf Tournament Gives Project an Upswing

Not even a chilly, windy day could stop 144 golf enthusiasts who took part in MGH's first golf tournament. Thanks to the generous donations of vendors, employees and physicians, the event netted over \$49,000 to benefit the hospital's capital campaign.

The day was filled with networking and a competitive spirit as the players pushed to win top prize.

Congratulations to **Charles Stafford**, Human Resources, and members of his foursome, for earning the bragging rights of 1st place. Special thanks to everyone who made this event a huge success! ■



The simulated ICU bed pictured here will have 360 degree access and a scale for easy weighing.

The Future of ICU

One of the many amenities and upgrades for the building project includes larger ICU rooms and state-of-the-art equipment. A simulated ICU room that's been set-up in the Armory Building will have 360 degree bed access and is fully computerized. Its many features include the ability to weigh the patient and sound an alarm when the patient leaves the bed. Upon completing the installation of the boom and other equipment, physicians and nurses will be the first to view the equipment in the mock ICU. ■

FUNDRAISING Continues to Reach the \$6M Mark Together Everyone Achieves More. Let's go MGH TEAM!



Ethel Anderson, Physician Liaison, showcases some of the contributors who have already given to help reach the \$6 million mark.

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. To get your pledge form or for more information, contact **Kate Sullivan** at 410-225-8235 or visit the Capital News section on the Intranet.

Your generosity and financial contributions are appreciated to help MGH move to greater heights. ■

LIFE at GENERAL

AIDING BEYOND the COMMUNITY

OT and PT staff provide medical supplies to residents in Haiti



Physical therapists **Emily Thomas** (left) and **Angela Deborja** (right), display rehabilitation equipment donated from the Rehabilitation Center to residents in Haiti.

Maryland General's mission may be to improve the health of our community, but one department has shown that our community is worldwide. The Occupational Therapy and Physical Therapy staff at Maryland General Hospital donated splints and braces to individuals in Haiti.

Spearheaded by physical therapist **Emily Thomas**, she encouraged her co-workers and staff in the PT and OT areas to donate a surplus of equipment to help patients in need of rehabilitative supplies. "Our department was looking for an organization to donate the supply of splints we were not using," says Thomas. "Because we're updating our equipment, we definitely wanted to put them to good use for people who need them."

Thomas is no stranger to volunteering her time or services to help impact lives.

In 2007, she volunteered at a Vietnam orphanage to work with children in need of rehabilitation and would like to venture to Haiti with her professor.

Angela Deborja, who is also a physical therapist at MGH, donated AFOs (ankle-foot orthosis), which are worn on the lower leg to support the ankle, hold the foot and ankle in the correct position and provide correct foot drop. The braces and splints will be used to help both children and adult patients. "We help people regain their mobility everyday in the Baltimore community which is why it is easy for us to give back to patients in other countries," says Deborja. "When the opportunity presents itself again, we hope to donate more equipment to people in need." ■

Below: **Regina Blackstone** serves as a motivational speaker to inner-city youth in Baltimore.

INSPIRING the MINDS and ingenuity of Baltimore youth

Radiology employee serves as motivational speaker to inner-city students

Regina Blackstone enjoys every aspect of her job at MGH. So much so, that when asked to speak to students throughout the city about her line of work, she couldn't help but say "yes."

Blackstone has worked as a radiology medical technologist at MGH for the past six years. With 20 years of experience in the field, she handles her job with the skills and expertise required to produce the best work.

Last year, Arlene Wongus, clinical nurse educator at MGH, was looking for co-workers to volunteer and speak to students for her sorority's career day fair. Without hesitation, Blackstone offered her time and agreed to speak to a group

of 80 fifth grade students. After the fair, Blackstone was presented with a certificate of appreciation by the Baltimore and Zeta Epsilon Chapters of Delta Sigma Theta Sorority, Inc. "I wasn't expecting to receive any award, I just wanted to come and share my work with the students," Blackstone recalls.

Earlier this year, Blackstone was invited to another career fair. This time around, she spoke to a whopping group of 200 students between the ages of 7 to 13 years of age. And while the students were attentive and impressed with Blackstone's presentation and lecture, she in return was impressed with the students. "They are so smart, and it makes my day when I look into their faces to see how enthused and excited they are about the information I shared with them," she says. "It's

very exciting to have the opportunity to motivate; I love it."

Blackstone's wish is that more MGH employees will get involved in volunteering throughout the community. She believes it's important to pass experience on to others, especially to the youth in our community. Knowledge is to be shared, she explains. "Here at MGH, our patients come first. We're in a line of service which requires us to be caring and compassionate with the people we work with and for."

One of the main reasons Blackstone wants to mentor and motivate is because she strongly believes it's important the students understand that, regardless of what they want to do as a career. "Caring about the feelings of others and treating others the way you want to be treated is one of the most valuable lessons I share with the students." ■



"Caring about the feelings of others and treating other people the way you want to be treated is one of the valuable lessons I share with the students."

LET'S TALK ABOUT IT

REAL QUESTIONS REAL ANSWERS

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

HOW DO YOU PRACTICE R.I.T.E. (RESPECT, INTEGRITY, TEAMWORK AND EXCELLENCE) AT MGH?



TUNEESA MILLER,
RN, Emergency
Department, 5 years
“The MGH Core Values are not learned behaviors, but they are commitments instilled within you.

If you don't care about your patients, you have no place in the health care profession. I'm a firm believer in the golden rule: “Treat others the way you want to be treated.” When I became a nurse, I never imagined how humbling this profession would make me. I am THANKFUL EVERY-DAY! Giving and receiving excellent quality care is priceless. I am very passionate about what I do and I always try to extend myself. Teamwork is essential for any unit to flow effectively. MGH is a special place, and it takes special individuals to maintain our Core Values, and I am one of those special people!”



CATHERINE GARVEY,
Occupational Therapist,
Rehabilitation, 2 years
“I try to treat all patients I serve as if they were my family members, and do

my best to advocate for their needs within the health care team. As a therapist, I am lucky to work with a large group of supportive and motivated peers who all pull together to create the most supportive environment for our patients as well as support each other in our efforts to continually increase our knowledge and expertise.”



Ask a Doc

DIAGNOSIS AND TREATMENT OF CHRONIC PAIN AND HEADACHE: THE NEUROSCIENCE CENTER FOR PAIN, HEADACHE AND SPASTICITY TO THE RESCUE

Pain can be an excruciating part of life. Patients forced to remain in severe pain often become agitated and/or depressed and have poorer treatment outcomes.

So what could your back pain be telling you?

QUESTION: My back is hurting and the pain goes down my leg, do I have sciatica? What can I do for it?

ANSWER: There are many reasons for getting back pain. The most commonly seen problems are due to arthritis which can affect joints in the back and/or discs in your spine which in turn can pinch a nerve. The nerves go down in the leg from the lower back. If nerves are pinched, pain can be the result.

It's important to note that there are many other reasons for back pain like injury, muscle sprain, disc rupture, scoliosis, cancer, scar tissue from a prior surgery, etc. Anytime there is back pain which does not resolve quickly, it needs to be evaluated by a physician. Other things that may be helpful are X-rays, CT scan, MRI or a nerve test.

Treatments may include medication, therapy, injections and surgery, depending on the problem. Here at the Neuroscience Center, there have been many advances in treatment of pain and new techniques are available for pain relief. People with long standing pain may also have something to look forward to. You can see a pain practitioner who specializes in treating chronic pain for further guidance.

For more information on back pain or to schedule an appointment for an evaluation, call the Neuroscience Center for Pain, Headache and Spasticity at Maryland General Hospital: 410-462-5790.

Monish Gariwala, M.D.

Neuroscience Center for Pain, Headache and Spasticity at Maryland General Hospital

YOUR QUESTION MAY BE NEXT: Email your health questions for Ask a Doc to anix@marylandgeneral.org. A member of our medical staff will answer your questions, and we will include selected questions in our upcoming PULSE issues.



GARY WILLIAMS,
Inventory Specialist,
Central Sterile Supply,
2 years

“I am committed to providing quality care and service for all staff members,

patients and their families by creating an environment that supports their needs and working with my co-workers in a professional environment. By listening to their concerns, I can handle any problem that may arise quickly and solve it efficiently.”

doctors to ensure that all issuers of their chart completion are correct. I have a great deal of respect for the doctors and they in return give me the same. When a patient's medical record has been completed, I know I have given my best to make sure it's in excellent order.”



RICK FERRIGNO,
LSWA, Social Worker, Care
Management Department,
8 years

“The demands of delivering quality care in an ever-changing health

environment can be difficult, and to not only survive, but to thrive takes effort. I try to remember that everyone is valued no matter what our talents or limitations are. Finding innate value in the talents of others, encouraging them and doing my personal best, I hope to let others know I respect them and their contributions. When people have support they are free to contribute in big ways even if they fail sometimes.” ■



BEATRICE YOUNG,
Medical Records Analyst,
Health Information
Management, 26 years

“Our department interacts with a number of customers. My

main responsibility is to make sure all incomplete medical records are completed before going to our permanent files. This means working closely with the

MGH KUDOS

Hats Off to YOU!

Maryland General Hospital's **Employee of the Month** program is designed to recognize excellence over and beyond 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:



Jonathan Zader
MIS (May 2008)



Sandra Dublin
Care Management and
Social Work (June 2008)



Gloria Shahid
Care Management and
Social Work (July 2008)

Employee Service AWARDS

Longevity Celebrated at Annual Event



What started out for some as a job, ended up for many as a lifelong health care career. This summer, Maryland General honored employees who have reached 5, 10, 15, 20 and up to 50 years of service. A huge standing ovation went to **Martharene Johnson** for dedicating over five decades of service to Maryland General Hospital.

Special thanks to all employees who were honored for their longevity and commitment, but high praise and recognition goes to the listed 40 and over club.

Gloria J. Barlow	40 years	Case Management
Barbara A. Freeman	40 years	Operating Room
Gladys V. Johnson	40 years	Patient Transportation
Jean E. Keaton	40 years	Pediatrics
Barbara A. Mills	40 years	Respiratory Therapy
Marion R. Scott	40 years	Dietary
Doretha E. Stovall	40 years	Employment Registry
Sandra Williams	40 years	5 North
Martharene Johnson	50 years	Operating Room

Above: In the golden club... Martharene Johnson is tickled with joy as she is congratulated by President and CEO Sylvia Smith Johnson.

The RITE Touch Corner



Everyday MGH employees are shining examples of The RITE 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 RITE Touch in every aspect of our jobs. Here are a few MGH employees who are delivering excellence:

Submitted by Joyce Williams, Health Information Management

"My co-worker Dawn Byrd, Release of Information, exemplifies The RITE Touch everyday she comes to work. Recently some patients were looking for the office of a new MGH doctor. Unsure of where the office was located, Dawn dropped everything she was doing and immediately assisted the patients. Not only did Dawn find out where the doctor's office was located, but she escorted the patients to the office herself. With a parade of patients following her, Dawn made sure they were accommodated and comfortable. Dawn handles each patient in the same caring and compassionate manner, and always with a pleasant smile. We are truly blessed to have Dawn as a co-worker in our department."

Submitted by John and Lois Dear, Community Residents

"I would like to take this opportunity to thank Dr. Roy Smoot, Chief Medical Officer, for his quick attention to a matter we called about. We were given incorrect information from an ambulance dispatcher for the service that transported our son in the early hours of June 11, 2008. We were initially told he was taken to MGH, when in fact he was taken to another hospital. In the age of HIPAA regulations, it's very challenging to receive information and help during a difficult situation such as this. Dr. Smoot's call to our home that evening was very comforting. We thank Dr. Smoot for his concern of our son's well being. After being treated and released, he is doing better."

Do you know a co-worker who provides The RITE Touch? If so, submit their story to Sylvia Smith Johnson, president and CEO, so that we can share their leading example with others. ■

MGH Welcomes New Members to Our Team



Edward H. Streyle has joined MGH as the new chief nursing officer. He previously served as the vice president of patient care services for Medicine, Psychiatry, Cancer Care, Radiation Oncology, Clinical Labs, Respiratory Therapy, Adult Emergency Room and Cardiac Surgery at the University of Maryland Medical Center. Welcome aboard Edward! ■

A THOUGHT TO LIVE BY:

*"Individually we are one drop.
Together we are an ocean."*

— Ryunosuke Satoro



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

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