



*"Keep Striving
For Five!"*

Upcoming Events

June 11
Sports Physicals,
Mobility Center

June 18
Dr. Linda Werner,
Osteoporosis: The Silent
Thief, Mobility Center

June 29
BAMC Menominee River
Century Bike Ride

July 24
BAMC Concert In the Park,
Menominee Marina

Co-opetition

By DAVID OLSON, President & CEO



Before you send me an email telling me my Spell Checker is turned off, let me explain the headline above.

I was talking with a consultant last week about the healthcare industry, describing a situation which is becoming more and more common: an organization we cooperate with is also an organization we compete against. "That's called co-opetition," he said.

I had never heard that word before but sure enough, if you Google "Co-opetition," you find 59,000 hits on the word. There's even a New York Times best-selling book on the subject.

So now there's a name for the situation we seem to find ourselves in more and more frequently. It's something I find myself talking about at nearly every town meeting or as I try to explain our plans to the county boards.

Here are some recent examples that might help you better understand co-opetition:

Cardiovascular Services

Take, for example, our relationship with Bellin. The NorthReach partnership with Bellin, established in 2000, has allowed us to offer a level of primary care never before seen locally.

And yet, as Bay Area Medical Center grows in the scope and level of services we offer, we almost certainly will compete for patients with Bellin. In the last couple of years, we have recruited an outstanding staff for our cardiovascular clinic. We have an outstanding team of interventional radiologists. And we are about to launch a vascular clinic as well.

As we continue to offer more sophisticated services in cardiovascular, we will retain patients here at Bay Area Medical Center who in the past may have gone to Green Bay for their care. These are valuable services for our community and are also financially lucrative ones, something that will help support the other services that are just as valuable but not as lucrative. Offering these services locally is the right thing to do, but doing so will likely increase the areas where we will be seen as competing with our Green Bay partners.

FastCare

I know that the recent opening of FastCare by NorthReach has been viewed by some as competition for BAMC's ER and Fast Track patients. Early indications point to this becoming a popular service. Although FastCare may very well capture patients who might have otherwise visited our ER, it is hard to argue that the level of care their patients are receiving isn't appropriate. NorthReach is able to identify those patients who don't have a regular doctor and will try to refer them to a NorthReach clinic for follow-up care – a move that will ultimately benefit the patient, NorthReach, and BAMC.

Dialysis

My third example of co-opetition is our dialysis unit. The departure of Dr. Escobar this month leaves us without a medical director for that unit. It is difficult to recruit a new medical director for dialysis because it is really only a half-time position. Aurora has a dialysis unit in Marinette as well, with a medical director that we see in the halls here at Bay Area every day: Dr. Kellner.

Continued on Page 2



I.T. Department Projects for 2008

And you thought all they did was keep your printer unjammed. The BAMC Information Technology Department is involved in some significant project this year that will impact each of us for the better once they are completed. Here is a brief rundown on the projects and where they stand.

Automated Time and Attendance System

Get ready to say goodbye to Payroll Mondays. Early in 2008 we began the process of changing our current time and attendance system to an automated one. The benefits of an automated time and attendance system are significant. The new system will:

- Streamline payroll processing, eliminating paper time sheets and hours of manual calculation every Payroll Monday.
- Improve accuracy and eliminate opportunities for human error.
- Ensure fairness and consistency in our pay practices across the organization.
- Give employees greater flexibility in how they pay for purchases within the hospital by offering payroll deductions.
- Provide directors with real time information and reports to monitor and manage staffing more efficiently.

The first step in going to an automated time and attendance system was to select a company from which the system would be purchased. We have chosen Kronos, a worldwide leader in payroll systems. Many local businesses and factories have a Kronos system in place.

Since we made our decision to purchase the Kronos system, we have been working to clarify all of our payroll rules and codes for entering into the software system. We expect that to be completed in the next 60 days.

As part of this transition, we will also be introducing a personal photo ID for every employee. This personal identification card will give visitors added security beyond that which a basic name tag offers. The ID will be created from your current key card and will be worn as a name tag. You will continue to use the ID as your "key" into the hospital. You will also use the card to swipe in and out of the time and attendance system. In addition, you will be able to make purchases from the cafeteria, gift shop and pharmacy by using your card and paying for your purchases through payroll deduction. We plan to begin this program later this summer.

The final step will be to install the new time clocks. They will be

Survey Says...

Continued from Page 1

Our dialysis unit offers excellent care and support for inpatient dialysis patients—things we don't want to lose. In order to maintain this service, we are entering into a short-term agreement with Dr. Kellner to become our dialysis medical director.

What drives all of these co-opetition situations is the understanding that healthcare is not like a football game where someone has to win and someone has to lose. Granted, it would certainly be easier if our competitors always wore black hats, but they don't...because they aren't always competitors.

As healthcare organizations, we are all focused on doing what is best for our patients and our community, while at the same time remaining financially strong. That we are finding more opportunities to meet these sometimes conflicting goals through cooperative actions should give us all great hope for continued future success.

located in the same places our current clocks are. Prior to the new system going live, everyone will receive training on how to use the system. We expect that training to take place in early fall.

Data Archiving and Scanning

Although a great deal of information about our patients is available in the electronic medical record, we still have a lot that continues to be in paper form. In the next few months, we will take a series of steps to reduce that paper record through the implementation of an archiving and scanning system in Meditech.

Later this summer, we will begin scanning certain patient documents during the registration process, including driver's license, insurance cards, and consent forms. These scanned images will become part of the patient's electronic record and will be available to authorized users through Meditech.

The second phase of this project, which will occur in 2009, will be to scan that part of a patient's record that is still in paper form. That scanned information will be available to patient caregivers through PCI.

Aside from the obvious benefits of giving every patient caregiver greater access to patient information, we will reduce physical storage space needs and we will also free up space on the main computer system server.

Bedside Medication Verification

Later in the fall, we will take another important step in improving patient safety by converting from paper to an electronic medical administration record. We will begin using barcode technology to match patients with the medications they are receiving: right person, right drugs. A patient's arm band will be scanned, and the medication will be scanned and matched right at the bedside. An additional change to our charging system will improve the accuracy of our billing for the medications. We expect this to occur in late October.

Bay Area Clinics Registration and Scheduling System

We currently use a separate software system for scheduling and registering patients in all of our Bay Area specialty clinics. We are targeting July 1 to begin a transition to put both the clinics and the hospital on Meditech for those two functions. This will allow for hospital wide scheduling from the clinic. It will also improve the flow of information between the clinics and hospital departments. This will be the first step in a longer-term project to move to a complete electronic medical record for the clinics.



Sports Physicals Providers

Over 30 staff and providers volunteered to help with one of four NorthReach/Bay Area Sports Physicals for area high school athletes. Providers included (front row, left to right) Elaine Gaveras, Sue SanFilippo, Stacey Murray, and Dr. Sandy MacArthur. Back row (left to right): Rob Birk, Dr. Gerald McCarthy, and Dr. Jon Simmons.

Patient Safety 'Going the Extra Mile'

CVIS Staff Recognized for Patient Safety for Quarter 1, 2008!

By **Bernie VanCourt**
BAMC C.O.O.

Taking a "look back: At our Patient Safety Rounds action planning meeting in April, we did a "look back" through all of the items we've received since we started the rounds in 2007. For that reason, you'll notice an updated packet of the action plans for Quarters 2, 3, & 4 of 2007 posted in all departments. These updates outline progress for all items identified thus far, including what has been acted upon thus far, updated target dates for those issues presented that are in progress, which items have been deferred along with the rationale for deferral.

In **Quarter 1 of 2008**, our teams visited 1East, ICU/IMCU, DI,



OR/GI/OPS, and the CVIS. Results of those rounds, along with the resultant action plan, are posted as well. Once again it was difficult to select a department whose contributions stood out, as good suggestions were provided in every single department, but we are **recognizing the staff of the CVIS for "Going the Extra Mile" for Patient Safety for Q1, 2008.** This selection was based on the rounding team being very impressed with how well prepared and how enthusiastic the staff was.

To all of the staff who took the time to reflect on what we might do to improve both processes and the environment and share those thoughts with the rounding teams: Thank you for going the extra mile for patient safety!

BAMC MRC Bike Ride is Just Around the Corner

That's right, it's that time again, for one of the best bike rides in the Midwest, and we are looking for your help to make this the best ride yet! Please check your calendars and volunteer your time! We need many volunteers to help in all the areas of the MRC Bike Ride. Family members are welcome and encouraged to be part of this effort as well. Volunteers will of course get an MRC Ride Commemorative volunteer shirt. Just pick an area that interests you and send Rachel Adams an e-mail at radams@bamc.org.

SAG Riders

These are people who have some skills and knowledge on basic bike repair (i.e. fixing flats, resetting chains, etc.). We are looking for a four-hour shift commitment on Sunday.

Route Riders

This involves riding the route and responding to issues at the rest stops or helping people who may need a ride back to the high school on the day of the ride. We'll also be looking for a four-hour shift commitment on Sunday.



Ride Check-in and Registration

Check-in will take place on Saturday, June 28 from 2:45-6 p.m. and on the day of ride, June 29, from 7-10 a.m.

Packet Assembly

On Thursday, June 26 from 4-7 p.m., we will assemble roughly

1,500 rider packets that include everything a rider will need for the bike ride.

Road Crew Riders

The route is the key and the road crew members assist in that task by acting as drivers and supervisors for a group of student volunteers who, on the day before the ride, sweep the corners of the route, mark potholes and generally straighten things up along the way. This takes about four hours on Saturday morning, June 28.

Rest Stop Workers

A rest stop shift can begin and end anytime during the day of the ride between 7:30 a.m.-4:30 p.m.

Clean Up

When the ride is over, the work is not done. We need folks to help with general clean-up and some equipment removal. This takes place between 2-5 p.m. on the day of the ride.

Food/Water Haulers

During the ride, we need help move food and water to rest stops in need of replenishing. The shifts on this task will be variable and can occur between 5:30 a.m.-4 p.m. on the day of the ride.



BAMC Places Second in 2008 Corporate Challenge

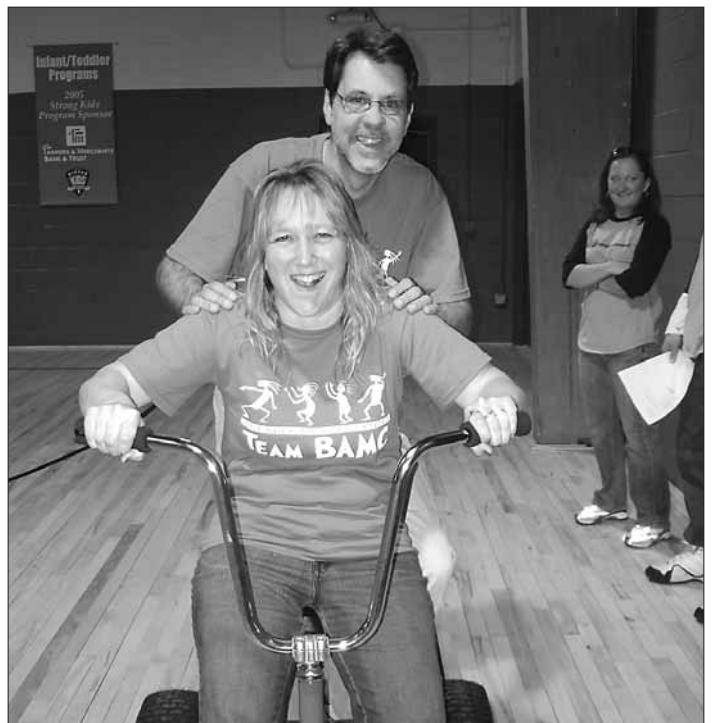
Over 170 BAMC employees participated in this year's Corporate Challenge!



Top Photo: The first place BAMC Walk Team.

Middle Photos (left) Darts & Billiards Team placed fourth; (right) Relay Run Team placed second.

Bottom Photos (left) Tug of War Team placed fourth; (right) Obstacle Course Team placed fifth.





BAMC Bowling Team finished in second place.



Our Golf Team took first place.



It was third place for the Suomo Wrestling Team.



The Scavenger Hunt Team placed second.



The Volleyball Team took first place.



The BAMC Swim Team took fourth place.

Service Lines Corner

BAMC Service Line Reports Returns

This is our regular report of what's happening in BAMC's principal service lines. These lines are overseen by the Growth Council, whose purpose is to the growth objectives of our strategic plan and identify other growth opportunities. The council is made up of

service line leaders as well as other core services directors and meets quarterly to review past results and look for other opportunities.

Cancer Care

The service line saw success in the areas of both radiation oncology and medical oncology volumes and clinical trials continue to go well. We are looking for ways to expand what we can offer. Growth of new patients from the Escanaba and Iron Mountain markets continue, particularly with radiation oncology patients.

Women's Health

The breast health program had a 98% rate for women receiving same day mammogram results. The waiting area in women's health is being remodeled and new technologies have been approved to enhance our services, including digital mammogra-

phy and breast MRI.

The OB remodeling plan has been completed and is ready to be sent to the board for approval. We also expect to be offering nursery photos on line this summer.

Orthopedic

Rehab volumes, Inpatient surgery, Outpatient surgery and net hospital revenue all exceeded targets during Q1 of 2008. All quality indicators met targets. We also began offering heel BMDs during health fairs and screening and were involved with 4 health fairs and/or brown bag lunches at local industries during the quarter.

Cardiovascular

Exciting things are happening in the cardiovascular service line in 2008 including the hiring of Dr. Edgar Massabni. Planning and preparations are in place to begin performing interventional cardiac procedures (stents) mid year. Volumes of procedures both cardiac and vascular are exceeding targets. We are also enhancing our menu of cardiac and vascular therapy and diagnostic services as well, including external counter pulsation therapy for patients with severe angina who are not surgical candidates. Our Board recently approved a business plan to move forward with vascular disease screening services.

Patient Safety Culture Results

A sincere thank you to all who took the time to respond to our recent Patient Safety Culture survey. Your suggestions really do help to make our processes better and our patients safer!

Some results from the survey include:

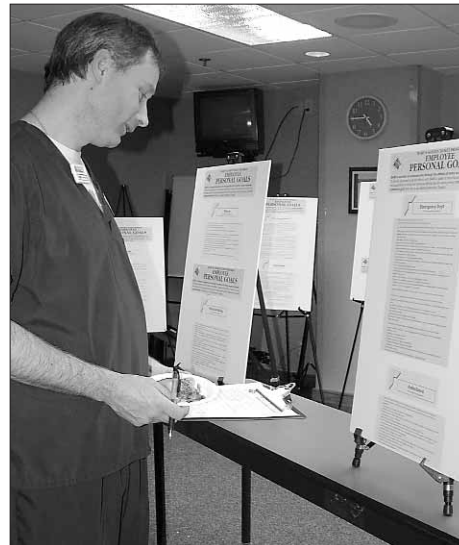
- Improving communication remains our biggest opportunity. Respondents felt we may still be losing valuable information between shift to shift handoff and from unit to unit.
- Respondents also want to know what's happening in areas other than their own. We agree that learning from other's mistakes is better than repeating the same mistakes in different areas. Look for "Psst...." (Patient Safety Straight Talk", coming to you soon from the PI Department.

For more information on the Patient Safety Culture survey, or any patient safety topic, please call Kathi Gutknecht at X4437.



The Cancer Center

The Cancer Center held a special event for former patients in early May.



Golden Ticket Celebration

Jeron Tebo studies the boards during the Golden Ticket Celebration held in early April.

Staffing Accountability Update

The Press-Ganey Employee Satisfaction Survey (July 2007) identified 'staffing' as a significant source of employee dissatisfaction across the organization. The 'Leadership Accountability for Staffing Task Force' was the outcome of a two-session Days of Discovery process led by David Olson.

This proactive team led by Carol Collins boasts broad representation from staff and management, clinical and non-clinical areas. The Team which reports to the People Council (chaired by David Olson) began meeting on 2/21/08.

The bi-weekly Staffing Accountability Team's purpose is to develop a BAMC-wide, standardized process to provide safe and efficient staffing. Members are actively engaged in understanding the many ways that staffing is accomplished across BAMC and to ultimately find the 'best practice' for staffing. Members also include representatives from the Nursing Satisfaction Team.

TEAM BAMC

WALKING THE WALK



As healthcare professionals we talk the talk all the time about the importance of good health habits. Now it's time to start walking the walk! Become part of Team BAMC and join us for a series of community events that will not only help your health but show the entire community we are 'Walking the Walk'.

Rules of the Road

Sign up now for any or all of the following events. Immediate family members are also eligible and their steps add to your steps. You can sign up for the team at any time. Before your first walk, you and your participating family members will get BAMC Team Shirts. Earn steps (1 mile=2,000 steps) and redeem for prizes and logo clothing from a special 'Walking the Walk' catalog.

Sign-Up Form (Use separate form for each walker)

Name _____ Shirt Size _____

Check all Walks you plan to be a part of:

- May 12 - Challenge Walk Marinette** 1/2, 1, 2 or 4 miles
The first event of the Corporate Challenge. Choose your distance and take a leisurely walk along Shore Drive and around the BAMC campus as part of Team BAMC.
- May 17 - Babies March for Babies Marinette** 2 miles
Join the Babies' first Saturday walk that starts at Stephenson Island.
- June 27 - American Cancer Society Relay for Life** 2-5 miles
Support the cause and raise awareness. Events at the high schools in three different locations: Stephenson, Marinette, and Crivitz.
- June 29 - BAMC Menominee River Century Bike Ride (Kids' Ride FREE)** 1-10 miles
If you aren't volunteering, then take a ride. The Kids' Ride is free for BAMC employees - the longer routes are \$10 per rider. (Miles are converted from biking.)
- July 4 - Daggett 4th of July Parade** 1 mile
Toss candy and walk next to Ray Guard's decorated truck.
- July 4 - Marinette 4th of July Parade** 2 miles
A great parade along Riverside Avenue in Marinette.
- August 9 - NorthReach Waterfront Run/Walk - Menominee** 2-1/2 mile walk
Special rates for BAMC employees and families.
- August 16 - Rainbow House 'Rainbow Run' - Marinette** 2 mile run/walk
Non-competitive run/walk to support local domestic abuse prevention programs.
- August 10 - Waterfront Parade Menominee** 3 miles
The granddaddy of Upper Peninsula parades! Hofer gets to drive the ambulance while you walk and throw candy.
- September 13 - Caring Hearts Walk - Marinette** 1/2, 1, 2 or 4 miles
A healthy walk, healthy breakfast great way to start the weekend.
- September 20 - Peshtigo Parade** 2 miles
I promise we won't be walking behind the tractors.

March Employee of the Month: Sandy Nemetz



Sandy Nemetz, Supervisor of the Women's Health Department, has been named Employee of the Month for March 2008.

Sandy graduated from Marinette High School and went on to attend the Bellin School of Radiology Technology. She is board certified in mammography and is also a Certified

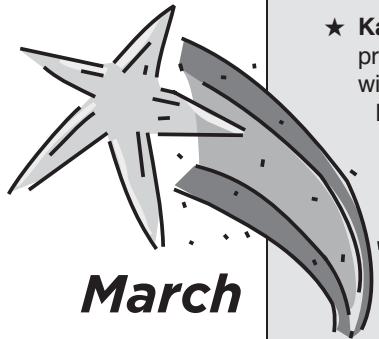
Densitometry Technologist. Sandy began working for Bay Area Medical Center in 1992 and has worked in Radiology, CT, and Women's Health.

In Women's Health, Sandy supervises the daily operations of the Mammography department and works closely with the Radiologists and Nurse Navigators. She also works to ensure the Mammography department meets all state and federal requirements.

Sandy has been instrumental in the development and implementation of the breast health program. When asked what she enjoys about her role at BAMC, Sandy responded, 'I am particularly pleased that I am able to give patients same day results.'

Sandy is described as an outstanding supervisor who is organized, efficient, and helpful. She encompasses every aspect of Service Care and always does a fantastic job. **Tim Leemon, Director of Diagnostic Imaging,** said that Sandy is "truly deserving and I am extremely proud of her efforts in supporting the same day mammography results and the breast health program."

Congratulations, Sandy, on being named BAMC's Employee of the Month for March.



Staff Rhythms

This publication is produced monthly for the employees of Bay Area Medical Center. Comments or article suggestions should be addressed to the Marketing/Public Relations Department.

Director of Marketing/Public Relations:
John Hofer

Marketing Specialist & Editor:
Rachel Adams, Sharon Huntley

March Service Care Stars

Standard 1 – Make Positive First Impressions our First Priority

- ★ **Jan Christiansen, Aide, Dietary Services.** Jan makes positive first impressions her first priority when working in Dietary Services. She conveys a positive imagine and is helpful to others. She is described as one that is willing to take the time to help those she works with.

Standard 2 – Treat Others as Guests

- ★ **Jenny Fayta, Receptionist, Cardiology Clinic.** Jenny treats others as guests each and every day. She is always kind and respectful to her patients and coworkers. Jenny goes the extra mile to keep patients and other departments informed of delays. Her peers describe her as a great person with great ideas.

Standard 3 – Develop Service Recovery

- ★ **Kathy Saxton, Perioperative Assistant, Surgery.** Kathy not only practices service recovery with patients and families, but does so with her co-workers too. In her Lead Perioperative Assistant role, Kathy often has to make difficult decisions but her way of supporting those she works with results in a win-win for everyone.

Standard 4 – Communicate Effectively

- ★ **Rob Poetzl, Technician, Diagnostic Imaging.** Rob demonstrates effective communication when teaching others how to do something new. He is always upbeat and professional when interacting with patients and co-workers. He is willing to assist others and often does so without being asked. He is an asset to his Diagnostic Imaging team.

Standard 5 – Serve Others From a Team-Centered Approach

- ★ **Ginger Johnson, Aide, Environmental Services.** BAMC can count on Ginger to serve others from a team-centered approach. Ginger often offers to help her department when short staffed. She is many times the only Environmental Services aide on the shift, yet she goes out of her way to help others, including assisting with helicopter landings in freezing weather.

Standard 6 – Project a Positive Attitude

- ★ **Jordan Peterson, RN, Float Pool.** Jordan projects a positive attitude in his interactions with patients, families, and co-workers. His warm smile and kind greetings are among the attributes that make him well liked. Jordan strives to do all things well and is a positive example to others.

Standard 7 – Make Excellence the Goal

- ★ **Sandy Patz, Accounts Payable Assistant, Accounting.** Sandy makes excellence her goal by exceeding the expectations of others. An outside vendor recently commented that she enjoys working with Sandy as she is always friendly, positive and considerate. She went on to say that Sandy is one of her favorite contacts among all the hospitals she works with.

April Employee of the Month:

Diane Fritz



Diane Fritz, Retail Pharmacy Technician, has been named Employee of the Month for April 2008.

Diane graduated from Marinette High School and has worked in Pharmacy for 27 years. She became a charter member of the Wisconsin Pharmacy Certified Technician Board in 1985 and began

working for Bay Area Medical Center in 2001.

As a Retail Pharmacy Technician, Diane greets and accepts prescriptions from customers, counts pills, and gathers all information needed to enter the prescription and bill insurance. She enjoys being part of BAMC and working with the public. "I know that when a customer leaves our pharmacy I have done everything that I can to help them."

Bill Taccolini, Director of Pharmacy, describes Diane as "a stellar employee. Diane does a tremendous job, whatever she undertakes. She takes the initiative to see the job through completion at all times and goes above and beyond to provide customer satisfaction."

When asked to comment about being employed at BAMC, Diane replied, "I truly enjoy coming to work every day and enjoy the interaction with my fellow employees. The pharmacy staff are a great bunch of people." She goes on to say, "All the little extras that BAMC does for its employees are amazing. It is nice to be appreciated for reaching a goal. I only wish I had made the choice to come to here sooner."

Congratulations, Diane, on being named BAMC's Employee of the Month for April.

New Arrivals...

Carrie Botticoll, Medical Surgery 2 East, and husband, Jeff, have a new baby boy, Joshua Robert, born on April 24, 2008

Linda Adu-Bonnah, Medical Surgery, and husband Kwame, have a new baby boy, Kwame Jr., born May 1, 2008.

April Tharow, Laboratory, and Thomas Hense II, have a new baby girl, Sylvia Rose, born May 27, 2008.

April Service Care Stars

Standard 1 – Make Positive First Impressions our First Priority

- ★ **Danielle Kuhnlein, LPN, GI Services.** Dani is consistently cheerful and warm with patients and their families. She has a great sense of what the patient wants or needs and makes positive first impressions by tailoring her actions to that. If she feels a patient is frightened, she is warm and supportive. If a patient is joking around, so goes along with that too. Her smile makes everyone feel comfortable.

Standard 2 – Treat Others as Guests

- ★ **Shawn Kipp, Technician, Diagnostic Services.** Shawn is an extremely courteous individual who treats everyone she comes in contact with as a guest. She is considerate and professional at all times. Shawn is described as a self-starter who will do whatever it takes to meet or exceed the needs of our patients and customers.

Standard 3 – Develop Service Recovery

- ★ **Beth Lewis, LPN, Urology Clinic.** Beth goes above and beyond when issues arise or something specifically needs attention. She develops service recovery by handling difficult situations herself and has a calming effect on other staff members. Beth works well in all our specialty clinics and does a great job of putting patients first.

Standard 4 – Communicate Effectively

- ★ **Diane Calcari, Manager of Revenue Cycle, Patient Financial Services.** Diane is a pleasure to work with in part because of her effective communication skills. She is very knowledgeable about the billing process and promptly answers questions that are directed her way. Diane has the ability to explain the billing practice in way that everyone can understand and really does a great job.

Standard 5 – Serve Others From a Team-Centered Approach

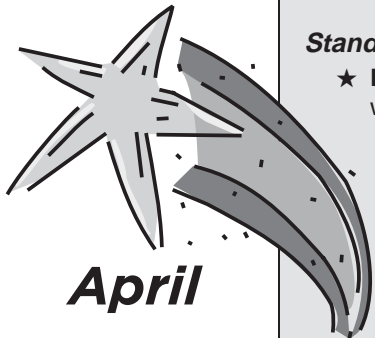
- ★ **Joanne Kirby, RN, 2 East.** Joanne reliably serves others from a team-centered approach and works a lot of extra shifts to assist her fellow team members. If she is aware of a problem she works together with her team to come up with a solution. Joanne willingly takes on extra duties outside the nursing role and is dedicated to the appearance of 2 East.

Standard 6 – Project a Positive Attitude

- ★ **Christy Reisz, Patient Account Specialist, Physician Billing.** Christy shines in Standard 6. She projects a positive, helpful attitude with a nonstop smile. Christy also holds a per diem position in the HIM. Department, and she is always willing to assist them. This is very much appreciated by everyone in HIM.

Standard 7 – Make Excellence the Goal

- ★ **Kathy Carrier, Aide, Dietary Services.** Kathy makes excellence her goal and is very focused on her work. She has outstanding attendance which supports department staffing needs. Kathy strives to do her personal best every day and her efforts do not go unnoticed.



May Employee of the Month:

Carla Noel



Carla Noel, RN in the ICU/IMCU, has been named Employee of the Month for May 2008.

Carla graduated from Gladstone High School in Gladstone, Michigan. Later she attended Bay de Noc Community College where she earned her LPN

and RN degrees. Carla began working for BAMC in the Med/Surg Department in 2003 and is also Per Diem in Emergency Services.

As an RN in the ICU/IMCU, Carla's duties not only center on patient care, but also include providing emotional support to patients and families. Carla is involved in scheduling, education, and also participates in various committees.

She especially likes the people she works with and taking care of her patients. She noted "BAMC employees consist of a wide range of backgrounds, cultures, and personalities. I have made a lot of great friends while I've been here and have had the ability to grow a lot as a nurse and a person."

Paula Lintner, Director of Critical Care Services, indicated that Carla went above and beyond recently when she responded to a Rapid Response Team Call on a pediatric patient and stayed with the patient for several hours to help stabilize. In addition, Paula said "Carla has taken on updating policies and procedures that cross several departments to make sure our patients are safe. Carla is also involved in the ICU Unit Based Shared Governance Team and helps with the ICU Department schedule; both of which help provide safe care for our patients while empowering staff for staff satisfaction."

When asked to comment about being employed at BAMC, Carla replied, "I enjoy my job and get a lot of self fulfillment from doing it. I feel with the experience I have I could work anywhere as an RN, but choose to drive an hour to BAMC because it is a great place to work."

Congratulations, Carla, on being named BAMC's Employee of the Month for May.

May Service Care Stars

Standard 1 – Make Positive First Impressions our First Priority

★ **Angie Schmidt, Accounts Payable Assistant, Accounting.** Angie makes positive first impressions both within BAMC, as well as with outside vendors. She is always friendly, considerate, and positive when interacting with others. Angie's performance impresses those she works with and she does a great job in the Accounting Department.

Standard 2 – Treat Others as Guests

★ **Deb Rogers, Unit Secretary, GI Services.** Deb is a "people person," who excels in treating others as guests. She loves interacting with patients, families, and co-workers, and it shows. She greets others with a smile and makes guests feel welcome when they enter her Department. Deb has a wonderful sense of humor and undoubtedly enjoys her job.

Standard 3 – Develop Service Recovery

★ **Kristie Rice, Billing Clerk, Patient Financial Services.** Kristie does a great job with patients who are angry and confused about their bill. She develops service recovery by contacting other providers to get answers to their questions. When there are issues that Kristie is able to solve, she is apologetic and expresses understanding. In addition, she follows up to make sure the complaint was resolved. Kris is a true resource to the entire billing staff and PFS team.

Standard 4 – Communicate Effectively

★ **Amy Beaudou, Administrative Assistant, Physician Services.** Amy does a great job communicating with everyone in Physician Services. Even when placed in stressful situations, Amy is able to respond positively. In her position she works with managed care contracting, medical provider credentialing, and property leases. In each of these aspects she utilizes effective communication and really does a great job.

Standard 5 – Serve Others From a Team-Centered Approach

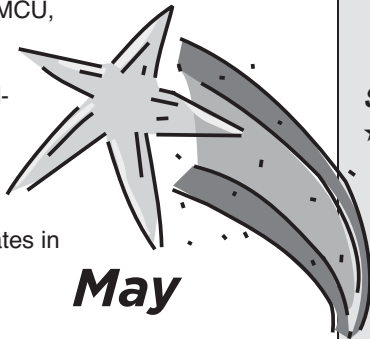
★ **Sue Proft, Technician II, Diagnostic Imaging.** Sue is a team player who is always willing to share her knowledge so everyone can have a better understanding of DI protocols, computer equipment, and software. She took a leadership role in assisting with the PACS project, and the converting from film to digital acquisition for CR X-rays. Sue volunteers for team activities when there is a need to resolve system issues. She simply enhances the X-ray team all around.

Standard 6 – Project a Positive Attitude

★ **Carol Oscarson, Console Operator, Registrations.** Carol projects a positive attitude when greeting patients, visitors, and staff. She welcomes them in a warm and friendly manner. She always has a smile on her face, and this comes across in her telephone conversations. Carol focuses on providing excellent customer service while maintaining a cheerful outlook.

Standard 7 – Make Excellence the Goal

★ **Mike Orlando, Paramedic, Ambulance.** Mike is an extremely dedicated employee who successfully achieves his goal of excellence. As an invaluable member of the Ambulance Department, Mike not only exceeds expectations as a Paramedic, but is also resource for computer problems and is considered a liaison with IT. He displays enthusiasm and continually masters the skills necessary for his job. He is knowledgeable, kind, empathetic, and willing to assist with any request. Mike does his job well and is truly liked by everyone.



Welcome to BAMC's Newest Employees!



Bottom row, from left to right: Lisa Hayward, Nicole Priyadar Shane, Jean Deffner, and Mick Runnoe. Top row, from left to right: Carrie Rupert, Kathy Kougl, and Amy Sekey.



Bottom row, from left to right: Patrick Caramella, Kris Lepisto, Stephanie Crossley, and Jenni Raygo. Top row, from left to right: Deb Courchaine, Shawna Coppens, and Karen Krok.



BAMC's Club Scrub

The Club Scrub teen group learned about casting at their May meeting in the Mobility Center. The program was very successful and plans are underway for another class in the fall.



4-H Visits BAMC

A group of 4-H kids from Porterfield learned all about the Cath Lab from Vince Coerper during a May tour of BAMC.

Welcome Jean Deffner, MSN, APNP

Specialty: Nurse Practitioner in Cardiology

Location: Bay Area Cardiology Center

Education:

- Nurse Practitioner Certification: Arizona State University, Tempe, AZ
- Master of Science in Nursing: University of Phoenix, Phoenix, AZ
- Bachelor of Science in Nursing: Arizona State University, Tempe, AZ
- Bachelor of Arts in Communication: Arizona State University, Tempe, AZ

Professional Memberships

- Sigma Theta Tau Honor Society, 2001 – Current
- American Association of Critical Care Nurses, 2001 – Current
- American Academy of Nurse Practitioners, 2004 – Current
- American College of Cardiology, Cardiac Care Member, 2006 – Current



"My role as a Nurse Practitioner in Cardiology is not only to diagnose and treat cardiovascular disease, but to create partnerships with our patients and their families."



Grillin' Gang

Betty Adams, Dan Carlson and Nancy Douglas wielded their spatulas and helped cook up over 500 burgers and hot dogs for the Hospital Week Grill-out held Friday, May 30. Only four of Dan's burgers touched the ground.

Bay Area Cancer Care Radiation

As part of Hospital Week, BAMC staff had a chance to go 'behind the curtain' and see one of the key pieces of technology here at Bay Area – the IMRT.

Bay Area Cancer Center (BACC) began in 1992 as a joint effort between BAMC and St. Vincents and included Medical Oncologist Dr. David Mertens of BAMC and Dr. Greg Cooley.

What began as state-of-the-art treatment with external beam high energy radiation at BACC in 1992 has evolved along with St Vincents Hospital Radiation Oncology. Over 4,000 patients have received radiation therapy in those 16 years.

The Intensity Modulated Radiation Therapy (IMRT) using ultrasound localization or electronic portal imaging has been in use at BACC since 2003. This allows higher doses of radiation precisely placed in tumors while giving lower doses to the normal tissues.

Our Radiation Oncologists have the longest experience in performing Radioactive Seed Implants (radioactive pellets implanted into the prostate) in the region, and have implanted many of our prostate cancer patients since 1996.

The specialty of oncology continues to evolve. The radiation oncology and medical oncology physician specialists, healthcare professionals of oncology nurses, radiation therapists, dosimetrists, physicists, clerical staff, and pharmacy staff at BACC are committed to continue to work with state of the art equipment to deliver effective cancer treatment programs tailor made for our patients in a caring, compassionate environment.

Cancer Center IMRT

"I am ARTY" was the winning name in the 'Name the Machine Contest'. The IMRT (see nearby article) is the linear accelerator that is used to combat cancer here at Bay Area. Cheryl Shampo (right) submitted the winning name. Dawn Higers (left) is one of the radiation therapists in the Cancer Center.

Employee Anniversaries

Employee Name	DOH	Anniversary
BERTRAND, BEVERLY J	3/30/1983	25
HYNNEK, BRET A	3/29/1993	15
MAEDKE, BELLE N	3/16/1998	10
BRETL, ROBERTA A	3/23/1998	10
PODOSKI, CAROLYN K	3/24/1998	10
STUTTGEN, DANIEL P	3/30/1998	10
BIEGLER, AMY	3/17/2003	5
MCELROY, LEROY D	5/2/1988	20
PETERSON, LYNN ANN	5/24/1988	20
GUSTAFSON, ROBERTA	5/31/1988	20
SCHACHT, LORRY	6/16/1988	20
ADAMS, LISA M	4/20/1998	10
ZABLOCKI, JACQLYN K	4/29/1998	10
KAEMPF, RICHELLE L	5/11/1998	10
LACOMBE, RENEE S	5/18/1998	10
HAKANEN, DOLLY M	5/26/1998	10
CAELWAERTS, LYNN M	6/1/1998	10
PROFT, SUSAN J	6/16/1998	10
TOMPSON, JULIE A	6/16/1998	10
ERMIS, SANDRA M	6/19/1998	10
TEBO, NICOLE L	6/19/1998	10
SIEVERT, DEBORAH R	4/21/2003	5
LINTNER, PAULA M	4/30/2003	5
BROWN, CHERYL L	5/19/2003	5
HABERLAND, RENEE L	5/19/2003	5
KLEIMAN, MICHELLE M	5/19/2003	5
PLUNGER-RILEY, JAMIE	5/19/2003	5
ANDERSON, MISTIE R	5/19/2003	5
NOEL, CARLA J	6/2/2003	5
PULLEN, MELISSA A	6/2/2003	5
UMENTUM, LYNN F	6/11/2003	5

