

CJW Tidbits

A Newsletter for the Staff of CJW Medical Center

October 2005



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VitalKey—The Key to Saving Lives

Imagine having life-saving health information at your fingertips at all times. In the event of an emergency, your physician would be able to quickly and easily access important health records, even if you are unable to speak on your behalf.

The secret to such readily available data is the VitalKey: a thumb drive designed to store medical information. A thumb drive is a portable storage device small enough to carry on a keychain or in a pocket (thus the name) that plugs into the

USB port of any computer. Any physician can quickly access a patient's medical data without having to log onto the Internet.



"VitalKey is a major breakthrough in health-care and is now available for everyone in the community," explained Liz Nance, director of Marketing.

"We promoted this service at a discount to new H2U members at the Big Health Event."

According to VitalKey's web site, more than 195,000 people die each year as a result of medical errors often caused by the absence of information regarding a patient's medical conditions or health history.

VitalKey makes it easy to store and update information for a single patient or an entire family. Almost every physician's office and

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Celebrate Our Achievements

The Joint Commission on Accreditation of Health Care Organizations (JCAHO) has accredited CJW Medical Center for another three years. CJW employees contributed countless hours to prepare for the rigorous JCAHO survey in September. Although the Joint Commission identified areas where we can continue to focus, this accreditation demonstrates once again that CJW is one of central Virginia's leading hospitals. CEO Peter Marmorstein thanks all the employees for their work and accomplishments in this important process.

"I am proud of the job we did preparing for this important survey. Our continual readiness team made sure that our policies are equal to our practices, and the reviewing team complimented us on our care plans, safety initiatives and performance consistency," Marmorstein added.

CJW Medical Center has also been accredited for three years by the American College of Radiology for its stereotactic radiology procedure. This is CJW's second time successfully completing this voluntary accreditation process.

Around the Campuses

CJW Physicians Train Using Medical “Flight” Simulators

Physicians at CJW Medical Center recently had a unique opportunity to learn about the latest cardiac medical device treatments and continue their ongoing education. You may have noticed the Medtronic Therapy and Procedure Training Center Mobile Unit (Med Cath Lab for short) outside CJW’s Chippenham Campus in September. The 80 foot-long semi truck contains two virtual catheterization labs with advanced surgical simulation systems, which conveniently allow hospitals to bring high-tech training to their staff.

The Med Cath Lab simulates the most challenging patient cases in the areas of cardiac resynchronization therapy (CRT), heart rhythm disorders and interventional cardiology. The system simulates both diagnostic and treatment challenges using virtual patients and virtual fluoroscopy with the “feel” of an actual case, but without risk.

This in-depth training couldn’t come at a more critical time. Almost half a million people in the U.S. experience sudden cardiac arrest (SCA) each year and an

estimated 13 million Americans suffer from coronary heart disease. SCA is the second-leading cause of death, more than all forms of cancer combined! The key to SCA prevention is to identify high-risk patients before they have an SCA event.

CJW physicians are part of just a small group of approximately 1,000 physicians in the southeast who have been trained with the Mobile Cath Lab over the past year, once again demonstrating our commitment to heart care patients in central Virginia. Channel 12 health reporter Nicole Bell covered the story on the evening news.



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Examples of information stored on VitalKey

- Allergies
- Diseases
- Medications
- Immunizations
- Medical images
- Past medical procedures
- Emergency contacts
- Family medical history
- Insurance information
- Medical directives

VitalKey—The Key to Saving Lives

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medical facility in the country can access a patient’s VitalKey data, regardless of where they are when they require medical care.

It’s made it easy for anyone to register and immediately begin taking

advantage of this life-saving technology.

For more information about how VitalKey works, or to register, call H2U manager Andrea Williams at 327-3324.

Congratulations to...

Karen Shirley, who has been promoted to assistant director of the Maternal-Infant Unit

Sharon McCoy, who has accepted the position of director of Women’s Services on the Johnston-Willis Campus

... and a warm Goodbye to **Damond Boatwright**, who has been appointed COO of the Parham Road Campus of Henrico Doctors’ Hospital. Damond has made numerous contributions to CJW during the past years, most recently as associate administrator.

Work/Life Balance

At CJW, the term work/life balance is more than a marketing phrase. We've been working hard to bring benefits to our employees that will make their busy lives just a little less stressful.

This year, a committee led by human resource manager Kris Lukish, nominated CJW for the *Working Mother* 2005 100 Best Companies recognition, the magazine's widely publicized annual ranking of the country's most family-friendly companies. While we did not make the top 100 this year, the judges gave us high marks for our initiatives and told us we were very close to making the list.

"The bottom line is that we are meeting our goal of increasing the number of services we offer employees to help them keep a balance between their work and personal lives," said Lukish.

Among other onsite services, CJW has added an elder care referral program to help ease the burden of employees caring for aging parents. At the other end of the spectrum, CJW's arrangement with Precious Time Child Care Center helps parents by providing convenient, extended-hour and after-school care for their children. "Precious Time is one of the biggest reasons we did so well in the *Working Mother's* recognition program," said Lukish. "Child care is one of the major categories they evaluate."



The self-named Balance Beamers committee of Nancy Raines, Elizabeth Taliaferro, Liz Nance, Shirley Seshie, Karen Bobrovsky, Julie Edmonds, Mike Cassity, Katie McCullough, Penny Kennedy and Kris Lukish will continue developing work/balance initiatives for CJW. After all, the 2006 *Working Mother* ranking is right around the corner.

"We will try again next year and are optimistic about our chances to achieve this recognition," Lukish said.

Precious Time Child Care Center

Mark your calendars for monthly events at Precious Time. Check the website for special events at www.ptcenters.com.

Parent Date Night, Every 3rd Friday 7 to 11 p.m.
Coffee Night with the Director,
Every 3rd Tuesday 5:30 to 6:30 p.m.
Family Fun Friday, Every 2nd Friday 4:30 to 6:30 p.m.

Precious Time is launching a Jr. Kindergarten program this fall. Space is limited so register soon.

Call 272-1062 for more information or to register for any program.



HCA Market News

Cultural Clarity

The HCA family is rich with diversity. Our employees come from all walks of life, as do the patients for whom we care. According to Carol Thornton, who works in organizational development for CJW Medical Center, we must continually offer culturally and linguistically appropriate resources, access and education for patients.

According to the article *Lost in Translation* in the May 2004 issue of *Modern Healthcare*, clear communication is essential to quality health, and studies have shown that language barriers can negatively affect health outcomes, patient satisfaction, efficient use of resources and quality of care.

Thornton offers these tips for providing care to patients who have limited English proficiency.



- Call adults Mr. or Mrs. unless asked to do otherwise.
- When English is not the patient's first language, speak slowly, clearly and in a normal tone. Some individuals may be able to read English better than they understand spoken English.
- Don't pretend to understand. It's OK to explain you are having difficulty understanding them.
- Avoid technical jargon, slang or clichés.
- Avoid sentences or questions with negatives.
- Be aware of your facial expressions, gestures and body language. A gesture that means one thing in English may mean something different in another culture.
- If you are having trouble communicating, offer to provide a translator.
- Use same-sex interpreters when translating matters that are of a private or sexual nature. Avoid using family members as interpreters, if possible.
- When using a translator, direct your conversation to the patient and medical decision-maker, not the translator.

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Heart Walk Activities

Join your fellow CJW employees and raise money for a heart-felt cause: heart health. In addition to the walk on Saturday, October 29 at the Carillion in Byrd Park, here are some other ways you can participate. All proceeds will benefit the American Heart Association's Heart Walk.

♥ "Tee Off for Heart Health"

Charity Golf Tournament

The Crossings Golf Club

October 24

Check-in 11 a.m.,

Shot gun start 12 noon

Sponsorships and team slots

are still available

♥ Softball Challenge

CJW versus HDH

Parker Field Annex

October 12 at 6 p.m.

Come out and cheer your

CJW team to victory

♥ Fall Craft Extravaganza

October 11 7:30 a.m. - 4 p.m.

Bosher Conference Room

Booth space is still available

For more information on these events, contact Vera Toney at 323-8779.

♥ Bake Sale

October 5

11 a.m. to 1 p.m.

Johnston-Willis Cafeteria

For additional information, call Belinda Baker at 330-2054.

DSS: Behind the Scenes But in Front of Important Hospital Decisions

Decision Support Services (DSS) is one of those behind-the-scenes departments that helps HCA hospitals provide better patient care, facility performance and identify unmet needs in the community. DSS, a centralized department of the Central Atlantic Division, is located in the Boulders Office Park.

According to Kathleen Goodwin, a DSS analyst who serves the needs of CJW and represents HCA on overall Richmond market issues, her department helps with a wide range of data-driven and financial projects. For example, she said, "By using a cost accounting system and other data analysis tools, we provide management with detailed information and help them analyze each patient's stay from the standpoint of profitability, resource consumption and other critical measurements. We try to help management move beyond intuition and supplement instinct with fact-based analysis."

Recently the DSS department showed CJW how its partnership with case management and the hospitalists positively impacts patients' lengths-of-stay. DSS will be broadening this review with an eye toward measuring hospitalist impact on outcomes. DSS often evaluates new technologies and capital investment projects, most recently the cochlear implants and Baha prosthetic device.

"Last year we expanded our mission to focus on strategic planning and market share analysis," continued Goodwin. "We now view demographic trends across Virginia, evaluate each facility's performance as well as HCA's market performance compared to other area hospital systems. Currently we are working on CJW's strategic plan for 2006 and measuring the impact that St. Francis Hospital is having in Chesterfield."

Goodwin encourages CJW employees to take advantage of the services her department offers. For more information, contact her at 267-5736 or kathleen.goodwin@hcahealthcare.com

Local CJW EAC Upcoming Events

October

8th Richmond Spiders vs. Villanova 1 p.m.
— tickets for sale in Cashier, \$5 each

21st Richmond Riverdogs — Opening Night
7 p.m. game — ticket give-away, Human
Resources announcement soon

22nd Gold Bowl — Virginia Union vs. Bowie State
— game time 1:00 p.m. Hovey Field — ticket sale
starting 12th \$7 each

31st Fall "Treat" Basket Drawing — event will
start 24th - 28th, winners will be drawn 31st

November

12th or 19th HCA Richmond Potomac Mills
Shopping Trip — October 24 starts sign-up in
your Human Resources, \$5 per seat

14th Richmond Marriott Holiday Dance, tickets
on sale in your Human Resources, \$5 each

21st Fall "Harvest" Basket Drawing — starts
14th - 18th, winners will be drawn 21st

December

8th CJW Employee Holiday Gift Distribution

9th HCA Richmond Marriott Dance —
7 p.m. - Midnight

13th CJW Night Shift Holiday Meal

14th CJW-Chippenham Day/Eve Holiday Meal

15th CJW-Johnston-Willis Day/Eve Holiday Meal

17th HCA Richmond Marriott Dance —
7 p.m. until Midnight

HCA Hope Fund

As the first images of the damage wreaked by Hurricane Katrina were broadcast to the rest of the country, HCA employees quickly rallied to help those in need, donating over \$200,000 in just the first few weeks following Katrina. This is just the most recent example of the continued dedication of our employees to making a difference in our communities — locally and throughout the country. Last year, HCA employees stepped up to help our colleagues in Florida during their devastating rash of hurricanes.

Inspired by this outpouring of compassion, HCA has created a new way for employees to help one another in times of crisis. The HCA Hope Fund is a new charity. It's employee run and employee supported. The goal of the Hope Fund is to provide assistance for HCA colleagues in

times of hardship through emergency information, referrals and financial aid.

HCA has made it easy for employees to give by offering several simple mechanisms for making donations.

Visit the Web site at www.hcahopefund.org to learn how you can donate. In 2006, employees will have the added option of donating through payroll deductions. The Web site also explains the process and eligibility requirements for those who need assistance.

The program is simple. You can donate as much or as little as you like, whenever you like. There is no minimum

requirement. HCA will soon provide information to the human resources department at each location to help interested employees begin participating in the Hope Fund.

Are You Eligible For Help?

Only you and your immediate family members may get assistance through the HCA Hope Fund. You must meet all the requirements:

- You cannot have received financial assistance from the HCA Hope Fund within the past 12 months.
- You must be employed directly by an HCA affiliate as a regular full-time, part-time or PRN working a minimum average of 12 hours per week.

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Hurricane Relief

The overwhelming response by HCA employees since Hurricane Katrina hit the Gulf Coast demonstrates our collective commitment and dedication to our patients and each other. This hurricane impacted many HCA employees, facilities and patients.

Garden Park Medical Center in Gulfport, Mississippi sustained water damage and lost significant portions of the roof, however the hospital continued to operate. Tulane Hospital in New Orleans took in water and hospital officials evacuated critically ill adults and newborns to other HCA facilities. Since ground transportation was not possible, we removed patients one or two at a time by helicopter. Our hospitals in Lakeside and Lakeview sustained significant damage but continued to operate on emergency power.

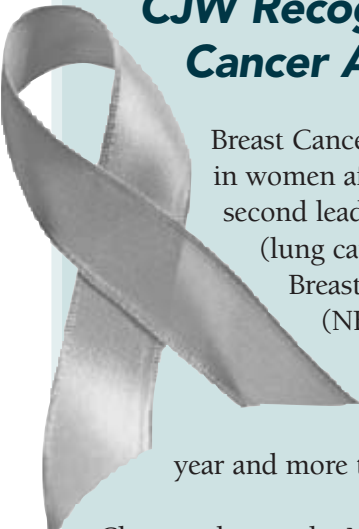
In the two weeks following Katrina, the HCA Hope Fund distributed more than \$1.5 million in grants to 768 employees to meet immediate living expense

needs. HCA contributed another \$1 million to this fund. Two of our Texas partners in the St. David's Foundation gave \$250,000 each and HCA colleagues have donated \$344,000.

HCA is working to provide jobs, housing location assistance and relocation packages for employees evacuated from Tulane, Lakeside and DePaul hospitals.

“We are all grateful for the incredible effort made by all those involved, directly or indirectly, in the preparation for Hurricane Katrina and in successfully dealing with its aftermath,” said Jack Bovender at HCA in Nashville via e-mail. “Katrina was a defining moment for HCA and all involved acted above and beyond what could have ever been asked of them. What each did contributed directly or indirectly to saving countless lives. And, after all, this is ultimately why we do what we do every day.”

CJW Recognizes Breast Cancer Awareness Month



Breast Cancer is the most common cancer in women after skin cancer and the second leading cause of cancer deaths (lung cancer is first). The National Breast Cancer Awareness Month (NBCAM) estimates that more than 211,000 women in the U.S. will be diagnosed with invasive breast cancer this year and more than 40,400 will die.

Closer to home, the NBCAM estimates more than 6,000 newly-diagnosed cases in Virginia and predicts that than 1,100 women will die from breast cancer.

2005 is the 20th anniversary of the NBCAM's campaign to educate women about early detection, diagnosis and treatment.

In 1993, President Clinton appointed the third Friday in October as National Mammography Day.

Breast Cancer Awareness Week at CJW: October 17 through 21.

- 19:** Lunch With the Docs — Dr. Amy Rose and Tracey Tatum will speak on breast health
- 18 & 20:** CJW will distribute tee shirts and breast cancer information to employees
- 21:** National Mammography Day — CJW will encourage women to seek mammography as part of their regular self-care routine


While mammography is not 100 percent accurate, it's the best current available method of detection.

CJW will also be offering women white terry cloth robes to wear when they come for a mammogram, providing a note of comfort during the procedure.

For more information about breast cancer, visit NBCAM at www.nbcam.org.


CJW's STARS

Judy Hamlet and Margaret Peebles, 3 Central, Johnston-Willis Campus



Judy and Margaret recently cared for a patient who had experienced simultaneous, but conflicting, new events in his life: he had just married and then was diagnosed with cancer. CJW's two All Stars, Judy and Margaret, orchestrated a special dinner for the patient and his wife to help them celebrate their marriage. Needless to say, the couple was grateful for the special care and attention.

Gail Mallory, Nursery, Chippenham



Nothing is harder on parents than losing a baby, but Gail recently took time away from her job to help grieving parents who lost two babies 19 weeks into the pregnancy. Gail brought the deceased twins to the parents, so they could say goodbye. She rubbed baby



Judy Hamlet
3 Central, Johnston-Willis



Gail Mallory
Nursery, Johnston-Willis

lotion on their blankets to give them the “baby smell” before wrapping them and bringing them to the parents. Gail stayed with the parents, providing compassion and professional care to this family during their loss.

CJW's STARS

Each month, the STAR committee receives a whole stack of nominations. But even though everyone can't be named a SuperSTAR, everyone who's nominated deserves recognition. So here are some recent STAR nominees:

JOHNSTON- WILLIS CAMPUS

Mihaela Marcoci
Leander Mondrey
Amelia Prosisie
Jennifer Graff
Cynthia Peterson
Ann Orzino
Stephanie
Kim Smothers
Nursing Staff
3-Central
Ronnis Smith
Barbara Stannard
Venetta - 2nd Floor
Atrium
Wanda Trailor
Stella Taylor
Tracey Tatum
Nurses & Staff,
Women's Health
Care, 2nd floor
Heather Windsor
Therese Willoughby
Robert Wade
Kim Woodard
Jackie Ward
Jennifer Wyatt

Althea – CT
Steve Batten
Shameka Boyd
Molly Burks
Michael Bingham
Bonnie – NICU
ER 3 to 11 Staff
(7/25/05)
Sherrie Dickerson
Pam Crowder
Jo Anne Dudley
Angela Crute
Kathy Ellett
Ingrid Fox, RN
Karen Groome
Kelly Griffin
Karen Gallo
Debra Hyde
Joyce Hall
Jeanene Henshaw
Kayla S.
Thomas Ligon
Michelle in CT
Dawn in ICU
Michelle Moore
Rob Mitchell

CHIPPENHAM CAMPUS

Angelique Hebert
Vicki Holt
Meredith Guirguis
Janice Jolly
Sheryl Kelly
Jennifer Lyman
Carla Lucas
Doris Jones
Lioudmila Jones
Jennifer Klecak
Laura - Nurse's Tech
Christina Leslie
Laura - 5th Floor
Pat Kidd
Jeretha Jones
Leroy Jackson
Curtis McClendon
Pamela Moon
Gail Mallory
Paulene Martin
Johnnie Nelson
Mary Martin
Debbie Meadows
Deundra Mayo
Melissa - Tech on
6th Floor
Vicki Powell
Jane O'Toole
Angela Pettway
Joline Reaves

Beth Abrams
Theresa Adelaja
Stephanie Burnett
Mary Kay Beasley
Joyce Bratton
Kathy Brittingham
Dan Berlin
Meredith Britton
Troy, Debbie, Sharon
Atrium ICU
Donna Cline
William Chambers
Christina Cherian
Dana Chavatel
Les Callaway
Sue Chmielewski
April Condon
Keri Federico
Nevrina Faison
Tonya Fields
Andrea Fedukovich
James Ellis
Laura Evans
Carol Hall
Joan Harrison
Kenny Holly
Rebecca Stewart

Jan Rist
Debbie Rivera
Gynette Schnieder
Elvis Scott
Elizabeth Shearin
Patty Siebert
Crystal Smith
Vickie Solerito
Sonny - 5th Floor
Carolyn Sterling
Steve - 5th Floor
Larry Talley
Gloria Thompson
Sandy Underhill
Darius Uzzell
Debbie Vaught
Mary Walker
Ashley Walters
Charlene Walton
Mike Washington
Virginia White
Maggie Wilkins
Rebecca Williams
Kimberly Yeager
The PICU &
Pediatric Staff
Michele Robinson
Lisa, Fanta, Jean, and
Yassi
LaShaun Henderson

Don't forget to say thank you to your STARS! Pick up a nomination form today, and let someone know you appreciate their hard work (and don't forget to let everyone know: give the original to your STAR, and make one copy for their supervisor and one for HR).

**If you have an idea for a *Tidbits* article,
or would like to make a suggestion,
contact Emily Reilly at 327-3323.**