



ecurrents

October 5, 2011



Welcome Ken Kozel!

Kenneth D. Kozel, FACHE, stepped into his new role as President and Chief Executive Officer for SHS on October 3. Ken, who has 23 years of healthcare experience, was most recently President of the two hospitals that comprise Upper Chesapeake Health in Harford County, Maryland. Over the next couple of months, he will be getting out to meet employees, physicians, volunteers and members of the community.

Dr. Detrich wins 2011 Cecil Award

On September 29, a group of physicians, members of the SHS management team and their colleagues gathered at the Tidewater Inn to honor physicians who had been nominated for the 2011 Arthur B. Cecil, Jr., MD Award for Excellence in Healthcare Improvement.

Art Cecil, whose father was the first recipient of the Cecil Award in 1983, announced this year's winner - Terry Detrich, MD, Medical Director of the Primary Stroke Center at Memorial Hospital.

Dr. Detrich was selected as a Cecil Award finalist for his leadership in providing quality care to stroke patients and for developing a stroke program recognized by the American Heart Association and American Stroke Association for achieving the highest standards of stroke care for 24 consecutive months.

Arthur B. Cecil, MD, was a surgeon at Memorial Hospital from 1950 until 1988. The award was established to recognize Dr. Cecil's commitment to using grand rounds to share the latest developments in the field of medicine.

"Although grand rounds no longer take place at our hospitals, physicians still see themselves as lifelong learners and want to share what they learn with their colleagues," says Michael Tooke, MD, Chief Medical Officer. "Today, the Cecil Award recognizes physician leaders for their contributions to educating and engaging their colleagues in quality improvement initiatives that continuously improve the quality of care available to our patients."

The other finalists for the 2011 Cecil Award were intensivists Martin Forrest, DO, D. Greg Oliver, MD, and Peyman Otmishi, MD. This group of physicians was nominated for their leadership in instituting multidisciplinary rounding in the intensive care units, which has improved team work, enhanced coordination of care, and dramatically reduced mortality and healthcare acquired infections for ICU patients.



Terry Detrich, MD, (right) winner of the 2011 Arthur B. Cecil, Jr., MD Award for Excellence in Healthcare Improvement, with Christina Ball, RN, CCRN, Neuroscience Specialist and Coordinator of the Primary Stroke Center at MHE.



Art Cecil, (far right), son of Arthur B. Cecil, Jr., MD, presented the finalist award to (left to right) intensivists Martin Forrest, DO, D. Greg Oliver, MD, and Peyman Otmishi, MD, for their role in implementing multidisciplinary rounding in the ICUs at DGH and MHE.



Dates set for 2012 benefits enrollment

Open enrollment for 2012 benefits coverage begins on Monday, October 31. Your benefits enrollment package will be arriving at your home address.

You have until **Friday, November 18** to make changes to your benefits and to enroll in the Flexible Spending Accounts.

If you want to maintain the same medical, dental, vision and life insurance options that have now, you do not have to submit any paperwork during the open enrollment period. However, if you want to change your benefits coverage or add or delete a dependent, you will need to complete the benefit enrollment process. You will also need to complete the enrollment process to sign up for one of the Flexible Spending Accounts in 2012, even if you are already enrolled in one of these accounts.

Benefits enrollment will take place online again this year. We will have a number of open enrollment assistance sessions scheduled in the IT training rooms at MHE and DGH starting Tuesday, November 1. The schedule of when these sessions will be held will be announced soon.

For more information, contact Ray Grossman, ext. 8491, rgrossman@shorehealth.org.

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The other 2011 Cecil Award nominees were:

- Kevin Chapple, PharmD, Manager, Clinical Pharmacy
- Scott Friedman, MD, Medical Director, Cardiac Services
- Brendon Paltoo, MD, cardiologist
- Jane Wang, MD, Medical Director, Queen Anne's Emergency Center

Visit the SHS Intranet to view a video that highlights the accomplishments of the 2011 Cecil Award nominees. You can find the link under "Did You Know..." at the bottom of the home page.

FYI... information on upcoming events

Breast Center Art Gallery Open House, Friday, October 7, 5:00 pm to 7:00 pm, Shore Regional Breast Center, MHE. Theme of the exhibit is cancer survivorship. For information about other times to visit the art gallery, call Sara McCafferty, ext. 5387.

Safe Sitter Class, Tuesday, October 8 and October 15, 9:00 am to 4:00 pm, MHE, Health Education Center. For children ages 11-13. Cost: \$30. To register contact Jennifer, ext. 5231.

Yoga, Tuesdays, October 11 to November 1, 4:30 to 5:30 pm, MHE, Health Education Center, C/D. Instructor: Patty Schwaninger. Cost: \$50 for eight classes paid in advance; \$12 per class. Payroll deduction available for employees. Bring your own towel or mat and pillow. For more information and to register, contact Karyn Walsh, Shore Shape, ext. 8450.

Prudential Retirement Planning Sessions, Tuesday, October 11, 9:00 am to 3:00 pm, DGH ICU conference room; Tuesday, October 18, 9:00 am to 3:00 pm, MHE, 2 East Education Room; Tuesday, October 25, Shore Home Care, 9:00 am to 11:30 am and Bay Street, 12:30 pm to 3:00 pm; Tuesday, November 29, Diagnostic & Imaging Center, Easton, 9:00 am to 11:30 am and Canvasback, 12:30 pm to 3:00 pm. Learn more about how to get the most from your SHS 401(k) retirement plan with a free, 30-minute individual financial planning session with an advisor from Prudential. To make an appointment, visit www.prudential.com/umms or call Prudential at 410-443-2381. Walk-ins are welcome. For more information, contact Dawn Cecil, Human Resource Coordinator, ext. 8496, dcecil@shorehealth.org.

Queen Anne's Emergency Center first anniversary celebration, Wednesday, October 12, 11:00 am, 115 Shoreway Drive, Queenstown. Come celebrate the expanded healthcare services available in Queen Anne's County. For more information, call 410-822-1000, ext. 5222 or visit qaemergencycenter.org.

Family Night Bingo, Friday, October 14, MHE, Health Education Center. Doors open at 5:30 pm; games begin at 6:00 pm. Cost: \$10 for adults, \$5 children under 12. 50/50 raffle tickets, snacks, drinks and hot dogs for sale. Proceeds will benefit the SHS Child Development Center. For more information, contact Terri Palmer, ext. 5923 or Charlene Copper-Pierce, ext. 5922.

"Poolin' for the Cure," Friday October 14, 6:00 pm to 10:00 pm, AQUA Pools & Spas, Mistletoe Drive, Easton. Food, music by Kentavious Jones, live and silent auctions, and a raffle for a hot tub. Tickets: \$60. Benefits the Maryland Affiliate of Susan G. Komen for the Cure. For more information, call 410-822-7000, go to aqua74.com, or stop by AQUA.

In the Bag Sale, Thursday, October 20, 7:00 am to 4:00 pm, DGH main lobby. A large selection of name brand hand bags, totes, wallets and luggage up to 70% off retail prices. Sponsored by the DGH Auxiliary to benefit the programs and services of the hospital.

"Defending the Caveman," Saturday, October 22. Reception at Scossa Restaurant & Lounge, 8 N. Washington Street, 6:00 pm to 7:30 pm; show at the Historic Avalon Theatre, 40 E. Dover Street, Easton, 8:00 pm. Sponsored by the Memorial Hospital Foundation to benefit the cardiac equipment fund. Tickets: \$150 reception and show; \$60 show only. For more information, call ext. 5763.

6th Annual Eastern Shore Emergency and Critical Care Symposium, Thursday, October 27, 8:00 am to 4:00 pm, Kent Island Volunteer Fire Department. This educational offering will cover a variety of acute care medical topics for nursing, EMS and other healthcare professionals. This program is being submitted to MIEMSS for CME credits. Fee: \$35, includes breakfast, lunch and snacks. Register at easternshoreeccsymposium.eventbrite.com.



Brian Childs, PhD, awarded Presidential Citation award

Brian H. Childs, PhD, Director of Ethics and Spiritual Care at Shore Health System, was recently awarded the American Society for Bioethics and Humanities (ASBH) Presidential Citation award.

Childs was awarded the distinction from ASBH, the major professional association in the United States for individuals engaged in bioethics and medical humanities. He received this award for his work on ASBH's Clinical Ethics Consultation Affairs Committee. This committee develops standards of competence and integrity for ethics professionals who work in the healthcare setting.

"Dr. Childs plays a key role in assuring that Shore Health System maintains the highest standards for medical ethics in patient care," said Michael Tooke, MD, FACP, Senior Vice President and Chief Medical Officer for Shore Health System. "We are very proud of Brian for his ongoing professionalism and dedication to these important issues."

Childs directs the Clinical Ethics program at Shore Health System and provides his clinical ethics background to help the state mandated Patient Care Advisory Committee, which consists of approximately 25 physicians, nurses, allied health providers, clergy, and community representatives, in their educational and policy review activities within the system.

QA Emergency Center Marks First Year



October 4 marked the first anniversary of the opening of the Queen Anne's Emergency Center in Queenstown. Taking a break to celebrate the day are (from left to right) Renee Kendrick, Security; William Green, EVS; Anne George, RN; Kenny Hills, Security; Robin DeMaso, Patient Access; Deb Cahall, Lab; Deborah Dempsey, RN; Angie Bechtold, Radiology; and Norbert Straub, MD. A celebration of the QA Emergency Center's successes will be held on Wednesday, October 12 at 11 am. All are welcome.

National Falls Prevention Awareness Day

National Falls Prevention Awareness Day is observed annually on the first day of Fall to promote and increase public awareness about how to prevent and reduce falls among older adults.

On average, one third of adults age 65 and older fall each year. That is about 13.3 million people this year- an average of one fall every 2.3 seconds. Nearly half of those will not be able to get back up after that fall. If you have a friend, loved one or neighbor who is at risk for falls, please keep in mind that Carolyn Duvall of Shore Home Care can help connect you to Lifeline subscriber services.

The Lifeline Medical Alert System allows an individual to summon help at the push of a button and provides peace of mind for you and your family when you are not at home. This service provides fast access to trained and caring professionals 24 hours a day.

Carolyn can be reached at ext. 2934 or cduvall@shorehealth.org.



Patient Satisfaction Bowls

At the September Operations Council meeting, Rob Carroll, Director of Performance Measurement and Improvement, announced the departments that received the crystal Patient Satisfaction Bowls for the period April through June 2011.

Representatives of the highest scoring and most improved areas offer some tips that others can use to boost their patient survey scores:

Top scoring inpatient unit: Women's Services (with a Top Box score of 94.4% placing them in the top 1% of inpatient units in the country.) Interim Nurse Manager Linda Warren, BSN, RN, comments, "It is so exciting for the staff to win this award. Everyone on our team is committed to customer satisfaction. Because our nursing staff has worked together for so long, they know each other and understand the role that each person plays. This allows everyone to coordinate their work in ways that best serve our patients."

Top scoring outpatient unit: Outpatient Chemotherapy at MHE and DGH (with a Top Box score of 100% placing them in the top 1% of OP units in the country.) Kathy Hurley, RN, OCN, Clinical Nurse Coordinator, says, "The multidisciplinary team from Outpatient Chemotherapy takes patient feedback to heart. We ask for and appreciate patient feedback. We are committed to excellent care every day, and strive to personalize that care to meet the patient's and family's needs."

Most Improved unit: Women's Services (with a Top Box score of 94.4% demonstrating improvement of 21.8% into the top box.) Commenting on the unit's impressive improvement, Interim Nurse Manager Linda Warren, BSN, RN, says, "Our staff are truly dedicated to serving gyn and pediatric patients. The Women's and Children's Service team continually strive to improve our processes with the goal of improving the experience for every patient."

Other honors for patient satisfaction for April through June 2011:

SHORE STARS (rated 9 or 10 by 90% percent or more patients surveyed)

- MHE Short Stay
- Cardiopulmonary Rehabilitation
- Coumadin Clinic
- Shore Home Care
- Center for Integrative Medicine

CERTIFICATES OF ACHIEVEMENT

Inpatient Services (rated 9 or 10 by 74% or more of patients surveyed)

MHE

Telemetry
Joint Replacement Center
Requard Center for Acute Rehab
Pediatrics

DGH

Med/Surg
Telemetry/ICU
EVS at both MHE & DGH



Accepting the Patient Satisfaction Bowls for Top Scoring Inpatient and Most Improved Unit on are representatives of the Women's Unit. From left are Mamie Brummell, Environmental Services Tech; Jan Smith, RN, Clinical Nurse Coordinator; Marcy Chambers, RN, Denise McElwain, Nurse Tech/Secretary and Connie Collins, RN.



Top Scoring Outpatient Unit representatives from the Chemotherapy unit from left are Teri Dulin, Department Secretary; Kim Wienhold, RN, OCN; Shannon Seek, RN, OCN; Susan Breeding, RN, OCN; Robin Wooten, RN, OCN; and Kathy Hurley, RN, Clinical Nurse Coordinator.

Outpatient Services (rated 9 or 10 by 84% or more of patients surveyed)

MHE

Digestive Health
Sleep Lab
Vascular Lab
Short Stay
Lab
University of Maryland Center for Diabetes and Endocrinology at Shore Health System
Ambulatory Surgery Center

DGH

Imaging

Queen Anne Emergency Center & MHE ExpressCare (above the 62% target for EDs)

Shore Health System (rated 9 or 10 by 84% or more of patients surveyed)
Shore Rehab at Centreville