

The Healing Power of the Tower

Franklin Square Ushers in a New Era of Caring

In the ICU, an elderly man goes into sudden cardiac arrest. Immediately, the Ascom phones of every physician and nurse on the floor amplify the signal for Code Blue, which doesn't stop until Amy Taylor, RN, enters the patient's room. Taylor sets down her phone—which automatically becomes a speakerphone—and urgently administers CPR while updating all assigned caregivers on the patient's status. Within seconds, Stephen Selinger, MD, pulmonologist, is tending to the patient. Those vital seconds save the man's life.

A woman overcome with pain in another room presses the nurse call button to request pain medication. Every unit nurse receives a text message announcing the incoming call. Through her Ascom phone, Kelly Kingsbury Simonton, RN, speaks directly with the patient while en route to her room. The patient's medication is provided within minutes.

While these situations are abstract, these advancements in patient care are now possible in Franklin Square Hospital Center's Patient Care Tower.

From left to right: Franklin Square Hospital Center's Christy Ferrell, PT, Amy Taylor, RN, and Tommy Nguyen, MD, outside the new Patient Care Tower



"The innovative technology and personalized services are state-of-the-art," says Glenn Visbeen, senior vice president of Operations at Franklin Square. "With that, our focus remains on improving the patient experience while exemplifying a safety culture. Our patients told us the improvements they wanted, and we listened."

The Patient Care Tower boasts 356,000 square feet of space, providing patients with private rooms and personalized care built on the foundations of safety and patient satisfaction. More than 10 associate planning teams with clinical, administrative, technological, and other backgrounds consulted on various operational decisions related to the tower.

Tony Gwiazdowski, biomedical engineer at Franklin Square, and fellow members of the Furniture, Equipment and Technology Team, identified the Ascom phones as a solution to provide an integrated system allowing caregivers to receive clinical text messages and pager alerts throughout the hospital. "The technology not only

provides a quieter and more peaceful environment for patients, but also makes it safer," says Gwiazdowski.

Another advancement implemented to enhance patient safety is the I-Dome. The technology consists of a light system for patient rooms that relies on color-coded alerts to signify patient status or needs. For example, if a patient is deemed a fall risk, the I-Dome light is yellow. I-Dome is programmable to various settings that integrate with the Ascom phones, such as medication reminders for clinicians, in which the I-Dome will flash and the clinician will receive a text message reminder to administer medication.

"From sofas in private patient rooms to enclosed consult rooms that allow families to be together, the setting promotes a healing environment," says Deborah Hall, administrative director of the Medicine Service Line at Franklin Square. "This is a significant commitment to our patients, community and associates." ■

David Snyder, RN, in the new Franklin Square Patient Care Tower's spacious Emergency Department



“Our patients told us the improvements they wanted, and we listened.”

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Reminder: Flu Season Is Here

One in five people in Maryland and the Washington, D.C., region receives care from a MedStar Health hospital. That means you play a big role in preventing the spread of flu in our communities. Help protect patients by following these guidelines:

- Wash your hands often with soap and water or an alcohol-based hand gel.
- Cover your cough or sneeze with a tissue (or your sleeve) and discard.
- Avoid touching your eyes, nose and mouth, as germs spread this way.

Click “Print” for Cost Savings: How You Can Help

If one less tree falls in the forest, how much money and paper is saved?

Every year, MedStar Health associates print enough paper to equal a forest of 1,867 trees. On average, one tree produces 90,000 sheets of paper, and we print more than 168 million pages of paper annually at a cost of \$8.9 million. By printing to a single multi-function printer, associates can help MedStar save money, energy and trees.

The implementation of Xerox multi-function devices at our hospitals is among 20 Performance Improvement projects underway across the system. Union Memorial Hospital piloted the project and is on track to save \$75,000 within the first year. As a system, the total estimated annual savings is

“The implementation of Xerox multi-function devices is among 20 Performance Improvement projects underway across the MedStar system.”

almost \$1.3 million. That means freeing up significant dollars to go toward patient care.

Yvonne Richardson, administrative coordinator in the Facilities Department at Union Memorial, uses the multi-function device to scan BGE, Pepco and other major bills to Accounts Payable for processing. She also leverages the tool to fax materials, such as the required influenza vaccination validation forms to vendors.

“This printer allows us to do more with less. It provides a back-up to confirm bills have been sent and helps make sure nothing gets misplaced,” Yvonne says.

By year’s end, non-clinical departments at MedStar’s Maryland hospitals will be mapped to multi-function devices, followed by Washington Hospital Center and Georgetown University Hospital.

Information Services is currently looking at associates’ printer usage. To ensure the multi-function devices are fully maximized, all personal and desktop printers will be removed

Lakesha Kelly, administrative assistant at Union Memorial, checks out one of the multi-function devices.



one week following successful implementation of the new equipment.

“Health care is changing and with it, we must adapt and work smarter than ever before,” says Neil MacDonald, vice president of Operations, Union Memorial, and project sponsor.

MacDonald, along with project leader Neil Weissman, MD, president of MedStar Health Research Institute, points to health care reform, reductions in Medicare payments, and increasing healthcare costs as indicators for change and the necessity of cost-saving initiatives.

“Associates often ask how they can help their hospital or the system through economic challenges,” says MacDonald. “This is one small thing we can do to ensure we can reinvest in our patients and associates.” ■

MedStar Total Rewards: Paying for Prescriptions Is Easier to Swallow

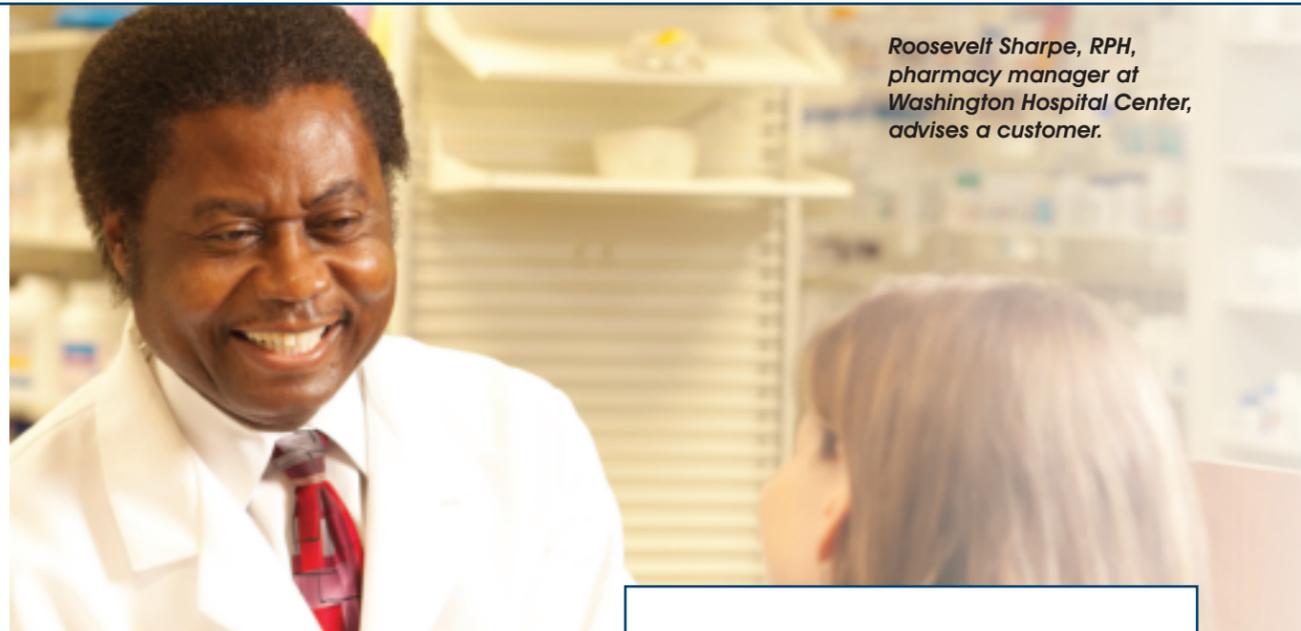


Filling your prescriptions doesn’t have to be difficult. With the many pharmacy benefits MedStar Total Rewards offers, getting and paying for prescriptions is simple.

“It is very convenient to pick up your medications where you work [if at a hospital] and receive a discount,” says Laurie Dohnalek, director of Oncology, Perinatal and Dialysis Services at Georgetown University Hospital.

Associates enrolled in the medical coverage plan can receive medications for less by using a MedStar-owned pharmacy. Don’t work at a location where there’s a MedStar Pharmacy? Some locations offer delivery service three times a week. If yours doesn’t, you can still receive medications for a reduced cost by going to a participating retail pharmacy or using the mail-order service for prescriptions with a 90-day supply.

Paying for medications at a MedStar pharmacy is also quick and easy. Don’t worry about having



Roosevelt Sharpe, RPH, pharmacy manager at Washington Hospital Center, advises a customer.

cash or credit cards on hand; instead, opt to have the payment deducted from your paycheck.

Why not make your life easier? Here’s how to take advantage of your MedStar Total Rewards pharmacy perks:

TALK to your physician about writing a prescription for a generic medication or a 90-day supply.

CALL 800.552.8159 or visit caremark.com and log on to locate a MedStar retail pharmacy or participate in the mail-order service.

CHECK to see if your MedStar Pharmacy offers free delivery by calling 443.777.6201.

PAY for prescriptions using payroll deduction or your flexible spending account. ■

INSIDE Wants to Know—

What’s the best customer service you’ve ever experienced?

We’d like to hear something that stood out for you. It could have happened anywhere, but it made you feel good and made a difference in your day.

E-mail INSIDE@medstar.net with your photo, and your response could be featured in an upcoming issue.





10 COOL THINGS Happening Around the System

1. For the second year in a row, **MedStar Family Choice** was named the top-ranked Medicaid health plan in Maryland by NCQA's Health Insurance Plan Rankings 2010-11.



2. **Union Memorial Hospital's** School at Work program offers associates the skills and encouragement to move into better paying healthcare jobs within the hospital. Students receive on-site instruction in computers, medical terminology, anatomy, and more.

3. This spring, **St. Mary's Hospital** will host a gathering with the local Amish community to educate on health, wellness and hospital services.

5. **MedStar Health** welcomes its first systemwide Chief Nursing Officer, Maureen McCausland, DNSc, RN, FAAN.

7. When it came to a new cafeteria, **Good Samaritan Hospital** went straight to associates and Employee Survey results for ideas. The new Belvedere Bistro features healthier food choices, a made-to-order deli bar and Dunkin Donuts coffee.

8. **National Rehabilitation Hospital** Victory Award® recipient Cheryl Douglass is writing a series of "how-to" cooking articles for upper-extremity amputees. To learn Cheryl's inspiring story, go to nrhrehab.org and search "Cheryl Douglass."

6. **Montgomery General Hospital's** patient-first philosophy has gone viral at youtube.com/user/MontgomeryGeneral.

9. **Georgetown University Hospital** President, Dr. Richard Goldberg, shares weekly insights on his StarPort blog "The GoldBlog." Read it at starport.medstar.net/guh.

4. **Harbor Hospital** is helping its less fortunate community members keep warm this winter by donating new blankets and canned goods during their Blanket and Canned Good Drive.



10. **Washington Hospital Center** nurses stuffed 200 backpacks for donation to students in Haiti and Washington, D.C.

Championing Two-Way Dialogue

Effective communication within our organization is absolutely essential to our future viability. Without effective communication, we will never achieve the almost unlimited possibilities that come from 26,000 associates, all part of an integrated healthcare delivery system, united in a common cause and committed to a common vision.

Only our associates can bring the unique perspective of what it's like on the inside of our organization, what makes us unique and what makes us a community. Explaining what it means to be part of a system and communicating a shared sense of community requires a vehicle to showcase our diverse people telling their story, our story—the MedStar story. That is what this new, associate publication is all about—our people.

It is our people who are our most important, strategic asset. It is our people who will determine how well we perform and how well we are able to meet the needs of our communities. And it is our people who prove that we can achieve more together than we can individually; the sum can be so much more than the parts.

The dialogue we establish with you—our associates—is an important measure of a great organization. A key component of achieving our vision to be the trusted leaders in caring for people and advancing health is establishing ongoing, two-way communication.

One of the many ways MedStar Health has demonstrated its commitment to two-way

communication is through the Employee Survey process, a best practice across MedStar for over a decade. This past September, we asked you for your honest views on the various dimensions that comprise our work environment. In the early part of 2011, your manager will be sharing your

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departmental, entity-wide and system results with you, which will help guide action planning for the coming year. Our ability as an organization to integrate your feedback into constructive action is a hallmark of our success.

Real world examples of your feedback in action include: the development of the *Good-to-Great Leadership Series*, a competency-based training

program for managers across the system in direct response to feedback regarding performance management of low performers; the *Talent Manager* tool, which will shift how our leaders partner with you to manage your performance throughout the year; and finally, as part of your *MedStar Total Rewards*, we will hold medical, dental and vision healthcare premiums flat for yet another year.

Even in this challenging economic and ever-changing healthcare environment, what is most important to you is most important to us. We will continue to be faced with difficult decisions, but we will be guided by your unique perspectives and input. We ask that you keep the lines of communication open, and continue to challenge and champion the two-way dialogue we have worked so hard to establish across MedStar Health. I am sincerely grateful for your dedication, commitment and caring.



Kenneth A. Samet, FACHE
President and CEO

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A Publication for MedStar Associates



MedStar Health

Franklin Square Hospital Center's Daniel Hakim, DScPT, CWS, from the Wound Healing Center



Welcome to INSIDE!

Introducing a new quarterly publication for MedStar Health associates. *INSIDE* is a fresh way of taking a closer look at what's happening around the MedStar system. You'll find behind-the-scenes stories, updates on how we're meeting our goals, important system initiatives, and how you can help shape our future. *INSIDE* doesn't report "news," since you already get timely reports through your local communication channels. *INSIDE*'s role is to communicate a shared sense of community. It's also a forum to hear feedback, share ideas and connect to all of the MedStar entities. Have a comment or story idea? E-mail INSIDE@medstar.net. ■

Careers in Emerging Fields: MedStar Puts You at the Center

Nursing wasn't always the profession in which Sarah Bayne, CRNP, saw herself.

Early on, Bayne had aspirations of becoming a doctor. But after some soul-searching while studying at Towson University, she switched her major from pre-medicine to nursing in hopes of having a rewarding career with more flexibility.

Bayne landed her first job out of college as a registered nurse on the inpatient geriatric unit at Union Memorial Hospital. There, it quickly became clear that she'd found her calling.

"I sort of fell into it," Bayne says. "I really liked the job and the people."

After three years working as a floor nurse, Bayne decided to go back to school. She was accepted into a dual program through Coppin State University, and earned a master's degree in nursing and a family nurse practitioner certification. She obtained a state grant awarded to just two nurses working in inner-city hospitals that covered all of her costs.

"The grant paid for all of my school expenses, books and everything, plus I was able to do my rotations here at Union Memorial," Bayne says.

After finishing graduate school in 2008, she was offered a newly created position specializing in palliative care, an emerging field that treats pain and symptoms of disease rather than the disease itself. In addition to providing consultation to patients and their families, Bayne also lectures new critical care nurses on medical ethics, delirium, pain management, and other topics.

"I love my job," she says. "I'm able to do a lot of what physicians do, like prescribe medications, yet I have the work-life balance I knew I wanted." ■

Take advantage of MedStar's many career development opportunities by talking with your Human Resources team. Want to have your career profiled? E-mail details to INSIDE@medstar.net.



Union Memorial Nurse Practitioner Sarah Bayne helps patients and their families cope with pain and symptoms of disease.