

THE BEACON

We hope you enjoy this issue of the CarolinaEast **Here to Serve** newsletter. Our hope is to inspire and motivate you to continue to live the **Here to Serve** philosophy.

Customer Service Week is Coming up! Get ready, get ready.....



Are you ready for some football??

“Here to Serve” Huddle Theme

Customer Service Week will take place: August 23 - 27, 2010

Grab your favorite jersey, get your playbook ready, ‘cuz we’re huddling up!!!

Contests, Puzzles, Decorations, Gifts, Prizes

Does it Get any Better than This???? I think not.

Upcoming Events You Need to Prepare For:

- Tailgate Food Contest – get your recipes out
- Department Theme Decorations Contest
- Wall of Fame

Catch the Spirit & Pass it On



Grab a helmet—you’re going to need it! Get in on the fun, festivities, games, and hey, maybe we’ll even learn more about Customer Service!



Stay tuned ; details to follow on your local channels, via Email, In-house mail, etc.

Caught in the Act of Service Winners!!!

Each month a drawing is held from the "Caught in the Act of Service" forms and one of our Service Superstars is the recipient of a \$50 Visa gift card. Here is a list of our most recent winners, along with their pictures.

- Lab - Joseph Ratledge (February 2010)
- Radiology – Jan Patterson (March 2010)
- OB - Susan Furr (April 2010)
- Food Services - Kim Jones (May 2010)
- L&D - Debra Collins (June 2010)



Dawn Peele, Lab Director, **Joseph Ratledge**, Lab, Rick Fisher, Imaging Director



Right: Jerry Weaver, Manager, Nursery; Kate Chittick, Asst. VP, Nursing Services; **Debra Collins**, L&D, and Keila Thompson, Student Coordinator



David Williams, Radiology Manager, **Jan Patterson**, Radiology, Rick Fisher, Imaging Director, Tim Ludwig, Vice President, Ancillary Services

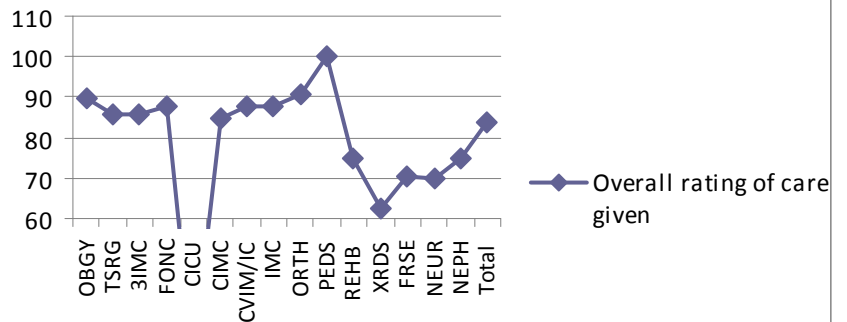


Kim Jones, Food Services, Hardy Jones, Food Services Director

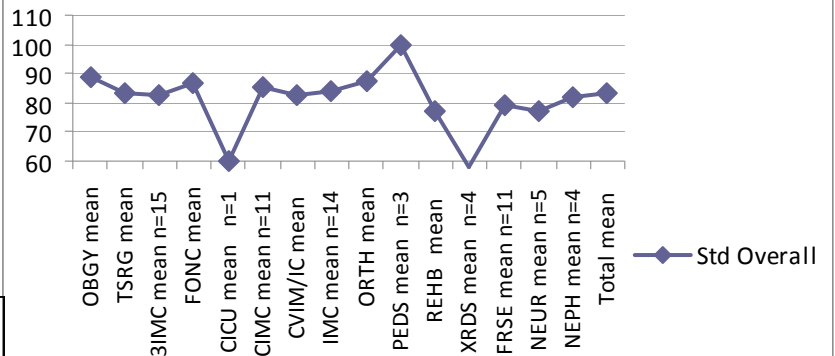
Our sincere apologies to Susan Furr, OB, as we were not able to download the photograph.

Check Out Our July, 2010 Press Ganey Scores

Overall rating of care given



Std Overall



HERE TO SERVE

Putting the Patient First

The CarolinaEast Volunteer Services Department, along with support from CarolinaEast Health System Auxiliary, sponsored a weekend conference in June with Sheila Brune, creator of the Living History Program, as our guest speaker.

Ms. Brune is a registered nurse and Director of Service Excellence at CGH Medical Center in Sterling, Illinois. Sheila has worked in performance improvement, quality management, case management, risk management, and compliance for the past 25 years.

Ms. Brune spoke on the need for health care to put the patient back to the center of care, and how the Living History program could support that. Using the patients' life stories enhances their care while in the hospital. Nurses, doctors and other staff are able to connect with the patient knowing something about them other than their medical information.

Sheila shared that patient-centered communication is linked with patient satisfaction, adherence to treatment plans, and better health outcomes.

The Living History Program goals are to:

- Create an environment where we send genuine value messages to our customers
- Really, truly listen to our customers
- Improve patient satisfaction in the area of connectivity; and
- Interact on a more meaningful level.

Sheila pointed out these are the same core values in CarolinaEast's mission and vision.

Thank you CarolinaEast Auxiliary and Volunteer Services, for taking "Here to Serve" one step further.

Laurie Bennett



Sheila Brune, Director of Service Excellent at CGH Medical Center in Sterling, IL, creator of Living History Program.



First Session,
Auditorium,
Friday morning



Tim Dakin (right),
Volunteer Storywriter,
taking Jerry Duckworth's
(left) Living History

FROM THE DESK OF Dylan Simel - head volunteer

Hairspray and Customer Service:

The wise Jeanne P. Balaoing once told me many summers ago, that "our job as volunteers and volunteers is to volunteer." I took this to heart and have been volunteering ever since. Doing what all volunteers should do and volunteer. I have been a volunteer volunteering since I was a freshman in high school. But while I was volunteering as a volunteer I learned that she actually kind of, sort of made a valid point. As a volunteer we do not get paid for what we do, more importantly we are helping the patients and employees of CarolinaEast. We are truly "Here to Serve." So when Mrs. Balaoing asked me to write something for this *Beacon*, I knew exactly what to write about: hairspray. You see hairspray is a magical substance that, if used incorrectly, can form hair into this tight, sticky, hard, and sometimes pointy object. But if the hairspray is wielded by an experienced stylist named Enrique, it can become a work of art. It can become a well oiled machine that is connected by the slightest of squirts from a magical can. I make this slightly ridiculous metaphor because in a sense CarolinaEast is a well styled hairdo. The employees and patients of the hospital make up the hair, while we, the volunteers, are the hairspray that holds it together. Our hairdo is so fine that even Governor Bev Perdue gave us an award for having one of the best hairdos in all of North Carolina (Governor's Award). So I hope everyone reading this will continue to serve CarolinaEast Health System and keep our 'hairdo' stuck together.

Here to Serve Committee:

Tim Ludwig	Donna Buck	Jim Davis
Kate Chittick	Jodi Edward	Dawn Peele
Rick Fisher	Leslie Pittman	Tim Guthrie
Warren Phillips	Tameka Evans	Kim Carter
Lynda Pope	Judy Pierce	Cindy Bryan
Jeanne Balaoing	Teresa Heckman	
Keila Thompson	Barbara Noe-Andromidas	
Ron Gidrey		

Remaining 2010 Here to Serve Classes

Education Dept., Classroom I
8:00 a.m.—11:30 a.m.
July 29th • August 25th
September 30th • October 28th
November 30th • December 30th

Items Worthy of “Caught in the Act” Status...

From our “Fishing Letters” Program :

To the Hospital and Staff: Want to thank you for the wonderful care that I received on April 17th and 18th. Visiting from New England, your kindness was appreciated.

A young man came into the room for blood work, I believe his name was Joe. The telephone was out of order at the time, and he let me use his cell phone to call home, and he also called my breakfast order in. So very kind of him. A very special Thank You to Dr. M. Banker for the help with my medical problems and my flight changes. Sincere appreciation, Mrs. Helena Closterman.

To all the Nurses on Oncology 4th floor: I can't thank you enough for all the great care you gave my sister Paula. Each one of you touched our lives and hearts. You made a hard time in our lives a little easier. Paula loved you and she felt safe on that floor. You are all blessings more than you will ever know. I am so blessed to have met you. Love, Linda

I had a heart cath done on May 10th. The care I received in the procedure room from Nurse Jimmy and the from Nurse Courtney in Recovery was outstanding. My thanks to all of you who were involved in my case. Jean Duncan

Direct from 'Caught in the Act' forms:

Mandy Marshburn recognized by Gretchen Heckman, L&D: A maternal grandmother with multiple health problems including diabetes, was visiting her daughter in labor and she had nothing to eat that day. Mandy informed the family of a courtesy tray for \$5.00, but grandmother stated she didn't have the money and was ok. Mandy ordered and paid for a meal for the grandmother.

Robert Jackson of Food Service recognized by Teneka Bryant of Lab for taking an elderly visitor's hand to keep her from stumbling and helped her find the correct room.

Zaddock Dismuke recognized by Craig Garner of Respiratory for using creativity, ingenuity, and solid respiratory therapy knowledge to assist the ventilation of a status asthmaticus patient which in turn saved the patient's life!

Diane McKillop of Crossroads recognized by Laura Beery for coming to help us on a very busy day. She pitched in and helped out wherever we needed her. She gave meds, bathed patients, fed patients, and ran errands.

Diane Northan of Environmental recognized by Christine Strickland for always making sure that we have the supplies we need and being very professional.

Deirdre Fields, L&D recognized by Rita Cahoon for her diligence in trying to keep a dad in Afghanistan connected to his wife's labor via Skype and Yahoo Personals.