

WHAT'S HAPPENING

A newsletter for the Maine Medical Center family

CCTV Allows Children at BBCH To Join the Fun From Their Beds

Patients at The Barbara Bush Children's Hospital who are feeling shy or must stay in their rooms to avoid infection no longer need to miss out on group activities, thanks to a brand new closed captioned TV system installed in the unit.

BBCH tested out its new CCTV system on March 7 with a game of Hospital Bingo, and it was a huge success. Hospital Bingo uses pictures of hospital items instead of numbers so kids can learn about the hospital environment while they play. Child life specialist Bethany Kay plays host in the atrium. Children can participate in person or watch their TV to play along. Patients playing in their rooms call a special phone number to announce

"Bingo!" to Kay in the atrium. Kay talks back to the child via the television, and the prize can be delivered right to the patient's door.

Nine-year-old J.D. Anderson won one of the games from his bed. His mother, Maryann, says being able to play in the room as a family really brightened J.D.'s spirits after five days in the hospital. "It is one of the first times he's smiled since he's been here," she said.

The child life team plans to use CCTV in many ways. Bedtime stories will be broadcast each night, children will be able to watch presentations by special guests live and child life specialists will do arts and crafts that children can follow along in their rooms.



Child life specialist Bethany Kay hosts the first Hospital Bingo game to be broadcast into patient rooms at BBCH via closed captioned television. See more photos from this first CCTV session on the back page.

BBCH Radio Partners Receive CMN's Hospitals' Highest Honor

Children's Miracle Network Hospitals (CMN Hospitals) has announced that 107.5 Frank FM and 99.9 The Wolf have been selected as the 2017 English Radio Partners of the Year as a result of their ongoing commitment to The Barbara Bush Children's Hospital.

Both stations were unanimously selected among the more than 300 radio stations nationwide who work in partnership with their local CMN Hospital. Last week, representatives from Frank FM and The Wolf traveled to Orlando, Fla. to accept the award at CMN Hospitals' annual confer-

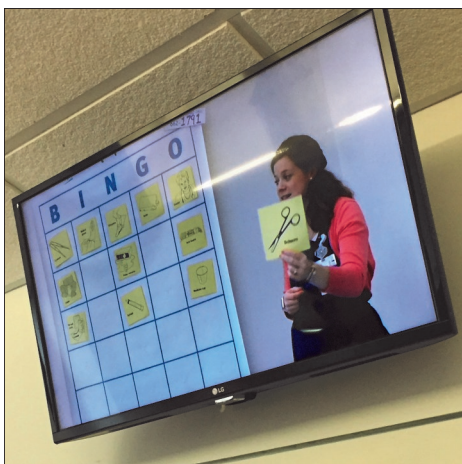
ence, Children's Hospital Week Summit.

"We are truly honored to be recognized among so many of our peers in the industry who are doing important work in support of their local children's hospitals," said Stan Bennett, Operations Manager at Binnie

Media, parent company of Frank FM and The Wolf. "We feel a great sense of pride knowing that we can play a part in making sure that kids in our community have access to the very best care."

*'Radio Award'
Continued on Back*

Patients at The Barbara Bush Children's Hospital were able to participate in a game of Hospital Bingo from their rooms, thanks to a new CCTV system. Learn more on the front page.



Jim Mangini, MMC Senior Director of Sterile Processing and Linen Services, reads to children at Youth and Family Services in Portland as part of Read Across America Day. MMC participated in partnership with the United Way of Greater Portland.

'Radio Award' From Front

107.5 Frank FM and 99.9 The Wolf first became involved with The Barbara Bush Children's Hospital in 2006 when they hosted the first-ever Cares for Kids Radiothon. A year-round partnership quickly developed with both stations lending air time and radio talent to a variety of events, all centered around the mission of raising funds for local kids.

The 13th annual Cares for Kids Radiothon will take

place on March 15-17. To date, the Cares for Kids Radiothon has raised nearly \$2 million for The Barbara Bush Children's Hospital, Maine's only children's hospital.

"The impact that 107.5 Frank FM and 99.9 The Wolf have had on The Barbara Bush Children's Hospital, and our young patients, is immeasurable," said John Bancroft, M.D., Chief of Pediatrics at BBCH and Maine Medical Center. "We are deeply grateful for their partnership and thrilled that both stations are receiving this well-deserved recognition."



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Comments, questions, and story ideas:
Caroline Cornish, Communications Manager
mmcnews@mmc.org