



February 2013 | VOLUME 46 , NUMBER 2

# Tobacco-Free Policy Kickoffs Mark Start of Educational Campaign

For the health and safety of our patients, visitors, employees, and community, Maine Med is implementing a Tobacco-Free Policy on May 31. The Policy prohibits smoking and the use of tobacco products by anyone on any MMC campus. This includes patients, visitors, employees, vendors, and contractors.

The Tobacco-Free Policy work group, led by Wendy Osgood, Vice President of Adult Medicine Services, and Barb Perry, APRN, TSS-C, Program Manager for the Center for Tobacco Independence, held kickoff events in mid-February to mark the beginning of a tobacco-free educational campaign. The campaign will help employees understand their role in complying with, implementing, and enforcing the policy. Physicians, nurses, and other clinical workers will also be given the tools they need to help patients who are smokers cope with not smoking while hospitalized.

The tobacco-free policy is just one of the benchmarks that will help the hospital achieve the Gold Star Standard of Excellence from the Maine Tobacco-Free Hospital Network. Other Gold Star standards include:

- Reducing patient and employee exposure to thirdhand smoke
- Refusing donations from the tobacco industry and divesting of tobacco stock
- Removing publications that advertise tobacco from the hospital
- Making 100 percent tobacco-free lodging information available to visitors

MMC has many resources available for employees who use tobacco. If you are interested in quitting, or just want to get through your work day without using tobacco, see the tobacco treatment information on page 2.

# Hot Off the Press: The History of Maine Medical Center



Last year marked the 145th anniversary of the formal discussion in 1867 to establish a general hospital to serve Maine's 700,000 residents. Members of the Maine Medical Association began discussing the need for such an institution, and the association's

incoming president, Portland physician Samuel H. Tewksbury, MD, delivered an inaugural address in June calling for the hospital's establishment. That hospital-to-be was Maine General Hospital (MGH).

Explore the evolution of patient care, education, and research through the microcosm of Maine's first and foremost general hospital, which eventually merged with the Maine Eye and Ear Infirmary and Children's Hospital to form Maine Medical Center.

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[www.mmc.org](http://www.mmc.org)

# President’s Message



## Going Tobacco Free The Right Thing for Patients and Staff

During my tenure here at Maine Medical Center, I have referenced the words “doing the right thing.” What differentiates us as an organization is that we can proudly say that we practice what we preach.

The time has come for us to once again demonstrate leadership by adopting and implementing a Tobacco-Free Policy.

### Smoking

It goes without saying that smoking has been identified as the most important source of preventable morbidity and premature mortality in the United States and the world. Smoking costs the United States over \$150 billion annually in health care costs. In addition, secondhand smoke has been linked to cancer and studies are beginning to identify the dangers of thirdhand smoke (marked by the cigarette odor that smokers carry on clothing).

The new Tobacco-Free Policy will prohibit smoking and the use of tobacco products by anyone on any Maine Medical Center campus.

Maine Medical Center is the only hospital in the MaineHealth system that maintains a smoking area. We also received one the poorest ratings of any hospital by the Maine Tobacco-Free Hospital Network. As the leading hospital in Maine, it is simply wrong for us not to adopt a policy that leads to a healthier environment for our patients, visitors, and employees.

I recognize that this may be a difficult change for some and might be viewed as punitive. While we respect the rights of individuals to make their own decisions, we have a responsibility to protect others. As always, we encourage smokers who are interested in tobacco treatment and support to call one of our services listed below.

Thank you for all that you do for our patients every day.

Respectfully,

Richard W. Petersen, FACHE  
President and Chief Executive Officer

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## Tobacco Treatment Support and Resources for Employees

- Counseling for employees and dependents is available at no charge through the MaineHealth WOW! Program. Call 661-3000 or email [quittobacco@mainehealth.org](mailto:quittobacco@mainehealth.org)
- Nicotine Replacement Therapy is covered by your MaineHealth insurance plan. (Specifics of coverage – co-pays, etc. – depend on your plan.)
- The Maine Tobacco Helpline: 1-800-207-1230
- The MaineHealth Learning Resource Center: 1-866-609-5183
- Partnership for A Tobacco-Free Maine: [tobaccofreemaine.org](http://tobaccofreemaine.org)

# Getting to know . . .

## Chris Daniels



Chris Daniels, right, in 1976 with his band Acme Rhythm & Blues.

### Position:

Shuttle Driver for Employee Parking

### Years at MMC:

25 years

### What does your job entail?

I transfer employees and students between the off-site parking lots and the hospital. The goal is to make the process quick and painless. It can be challenging at times and also rewarding.

### What people may not know is that:

During the 70s and 80s, I was a full-time musician traveling in bands around the New England club scene. We opened for the likes of Albert King, George Thorogood, Muddy Waters, Taj Mahal, Albert Collins, and Aerosmith. On one occasion, Bonny Raitt sang a few songs with the band. I used to drive

my kids crazy when they would turn on the radio and I would say, "I did a show with them."

I still play in Jimmy and the Soul Cats. We put out a CD last year called *Juke Joint Paradise*.

### If I could have lunch with anyone it would be:

It would have to be Louis Armstrong. He had such a profound influence on music, and I've heard great stories about him.

### I love working at MMC because:

I really do enjoy the banter and good natured quality of my riders. They are very forgiving of my occasional character flaws. Everyone here at MMC seems to know how to get along in stressful times, and the crew strikes a good balance between seriousness and humor.

## Scholar Program Supports Student and Faculty Development

The Maine Medical Center Teaching Academy (META) Scholar program began its inaugural Scholar's cohort in October. The program will support 12 faculty members, selected from across MMC and Maine Track sites, for non-clinical, non-clerkship teaching, and faculty development. Appointments as META Scholars will last 2 years.

Scholars will be actively involved in teaching Maine Track students and will complete a scholarly project. Topics included in the META curriculum are: Leadership Essentials, Feedback, Presentation Skills, Negotiation, Persuasion 101, Interactive Teaching Skills, Large and Small Group Facilitation, Mentoring, and Educational Research.

"The META Scholars program is a wonderful opportunity for a select group of MMC faculty to support the Maine Track program while also improving their teaching skills and professional development," says Bob Bing-You, MD, MEd, MBA, META Co-Director and Vice President of Medical Education. "We plan to continue the META Scholar program long-term, and envision the program helping many learners in the years to come."

# AROUND THE MEDICAL CENTER

## MMC Cardiology Team Expands Valve Replacement Procedure

Maine Medical Center’s team of cardiac experts has expanded its abilities to treat narrowed heart valves in patients diagnosed with severe aortic stenosis who are typically not candidates for open heart surgery. Last year, the team began performing Transcatheter Aortic Valve Replacements (TAVR), a minimally invasive option for valve replacement. In TAVR, a new heart valve is implanted inside the patient’s own defective aortic valve.

TAVR usually accesses the heart valve through the femoral artery in the leg, but not all patients have femoral arteries large enough to accommodate the TAVR delivery system. MMC’s TAVR team recently began performing TAVR by a new approach trans-apically. This new method accesses the aortic valve through a small incision between the ribs and under the left breast. The valve replacement device is then passed directly through the bottom of the heart and into the aortic valve. This new approach benefits patients whose femoral arteries exclude them from the traditional trans-femoral approach.

Maine Medical Center is the only hospital in the state to perform TAVR. The addition of the trans-apical approach means more patients, who do not qualify for standard open heart surgery, could be eligible to receive treatment for their severe aortic stenosis and achieve greater quality of life.

## Longtime Volunteers Honored for Their Dedication to MMC

MMC honored Bettsanne Holmes and Betty Preti, two longtime, dedicated MMC volunteers who are retiring from volunteer service.

Bettsanne, who began volunteering at Maine Med in 1957, conceived the Patient Care Survey Team and has been described as a trailblazer for paving the way for women to participate in areas that had previously been dominated by men. Bettsanne also served for 17 years on the Board of Trustees and was the first woman to serve as its Chair.

Betty has volunteered at MMC for 60 years, including time on the Board of Trustees, as a founding member of the Patient Care Survey Team, and as President of the Friends of Maine Medical Center.

In December, both women were honored for their exemplary work and leadership as “professional volunteers,” and were presented gifts for their many years of dedicated service.

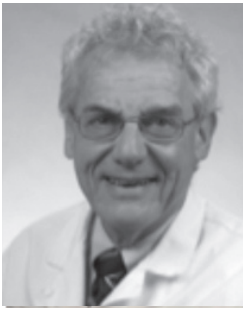


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***A Hospital for Maine: The History of Maine Medical Center***  
Softcover, 9” x 12”, 327 pages  
\$45 (\$25 with presentation of MMC ID badge)  
Cash, checks (made out to MMC), and payroll deduction (bring your employee number) all accepted.  
Available at the MMC Gift Shop and Boutique.  
FMI: 662-2196

You can read about the rich history of MGH and MMC in a new book, *A Hospital for Maine: The History of Maine Medical Center*.  
“A *Hospital for Maine* was a multi-year project,” says Martha Davoli of Creative Services and the book’s editor. It was first proposed in 1997 and the work began in 2005. Many interviews with people important to the hospital complement the historical information sourced from numerous organizations and records, including MMC’s own archives.

*A Hospital for Maine* is a thoroughly researched, fully annotated celebration of the people who have made MMC the award-winning institution it is today, a century-plus snapshot of a history very much in the making.



## Robert S. Kramer, MD, FACS, Announced as ICD-10 Project Clinical Champion

Robert Kramer, MD, has accepted the role of clinical champion for the ICD-10 project. Dr. Kramer is well-known at Maine Medical Center, a Board certified cardiothoracic surgeon with strong ties in clinical documentation improvement and quality. He will continue in his current role as Director of Research and Quality Improvement for Cardiothoracic Surgery while adding the additional responsibilities for ICD-10.

The conversion to ICD-10 is a federally mandated change from the 30-year-old ICD-9 code set that will go into effect on October 1, 2014. It brings an increase in medical and procedure codes that are used to classify diagnoses and interventions. The new codes are key indicators that impact all aspects of quality metric reporting. Indexing of this nature is important in determining how MMC is rated by agencies such as HealthGrades, Consumer Reports, etc. The American version of ICD-10 also has detailed procedural codes that reflect what has been done more accurately than before.

## What’s Happening to *What’s Happening*?

Beginning in March, *What’s Happening* will be weekly.

A weekly newsletter allows us to publish more content and up-to-date news. You’ll still find all the stories you enjoy – President’s Message, Getting to Know, Looking Back – but the new format will provide greater variety, as well as room for last-minute additions.

*What’s Happening* will continue to be distributed across the hospital, and you’ll also find it posted on the MMC Intranet.

## Facebook Kudos!

What MMC Facebook visitors are saying about us...

Thank you so much to the staff in the joint replacement department. My father had a hip replacement and the nurses, receptionists, and doctors have all been very kind, professional, and courteous. He was quite nervous until the nurses came into his room. They were so nice and caring that he was quickly at ease.

Thank you for all the compassionate care that my husband received during his surgeries for colon cancer. R3 nurses and staff, including the student nurses, hats off to you and all you do for your patients.

Tomorrow we are celebrating my son’s seventh birthday. Thank you for allowing me to do this. You saved his life when he was born, and for three-and-a-half months you treated him with all the love and kindness I could ever want.

I cannot thank all of you nurses and RN’s enough for taking such great care of me for my back surgery. You were very helpful, sensitive, and treated me as a person and not just another patient.

# February Anniversaries

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Karin Boynton  
25 Years



Sara Peacock  
25 years



Kristie Bessey  
10 Years



Jamie Grant  
5 Years

**40 Years**

Carol Brewster, R9  
Diane Diconzo,  
Center For  
Performance  
Improvement

**30 Years**

Ellen Brown-Bucknell,  
BBCH  
Karen Eldridge,  
Care Management  
David Esposito,  
General Mechanical

**25 Years**

Karin Boynton,  
Post Anesthesia Care  
Chris Daniels,  
Building and Grounds  
Teri Hammonds,  
Nutrition Services  
Nancy L'Heureux,  
Outpatient Clinic  
Erik Lowe,  
Nutrition Services  
Karen Norton,  
Prenatal Center  
Sara Peacock,  
Cardiography ECGS

**20 Years**

Bonnie Boivin,  
Radiology  
Barbara Chilmonczyk,  
Kids Co-Op  
Julie Doughty,  
Outpatient  
Registration  
Jocelyn Giroux, R9  
William Sanborn,  
Information Services  
Diane Wentzel-Carrier,  
NICU

**15 Years**

Tina Allen, ED  
Rita Bayer, Admitting  
Robyn Brown,  
Central Services  
Anthony Ciampi,  
Pharmacy  
Crystal Fish,  
Nutrition Services  
Karen Flaherty, GPV  
Joyce Haas, Psychiatry  
Greg Lavertu,  
Pulmonary Medicine  
Jane Littlefield,  
Nursing Floats  
Miranda McCallum,  
Radiology  
Audra Michaud, P4C  
Atsuko Podgurski, SCU  
Denise Shaw, SCU

**10 Years**

Robin Austin, BBCH  
Kristie Bessey,  
Cardiac Services  
Brooks Betts,  
Information Services  
Victoria Dalzell, BBCH  
Minh Thanh Dang,  
Linen Processing  
Rachel Dufresne,  
Radiation Therapy  
Margaret Gillooly, R4  
Jennifer Healy,  
Digestive Disease  
Denise Metcalf, OR  
Scott Raymond,  
Information Services  
Judith Stackpole, R2  
Ruth Vessey-Brown,  
Audit and Compliance

**5 Years**

Alana Campbell, NICU  
Jesse Campobasso,  
Security  
Amanda Caron, R5  
Dennis Dean, Anesthesia  
and Pain Management  
Hilary Dunham,  
Nutrition Services  
Lindsay Edwards,  
Admitting  
Eva Farina-Henry,  
MMCRI

Kimberly Flowers, R4  
Wayde Gendreau, OR  
Jamie Grant, Security  
Kerry Hanson,  
Information Services  
Dina Ingraham,  
Gibson Pavilion  
Martha Ives, Psychiatry  
Karie Kennedy, Security  
Michael Kotch,  
Clinical Integration  
Kathryn Lovejoy,  
Radiology  
Shannon May, NICU  
Keri Mayo,  
Materials Management  
Faisa Mohamed,  
Environmental  
Services  
Marlene O'Connor,  
Cardiothoracic ICU  
Sadiya Roble,  
Environmental  
Services  
Kathleen Splude, OR  
Catherine Tonder,  
Corporate Accounting  
Richard Veilleux,  
Clinical Integration

# Our Quality Commitment

Maine Medical Center is committed to providing information about our quality and safety record that is clear and understandable. We believe that reporting this information supports our mission to deliver the most effective and safest care to our patients and community. Most every patient care unit at MMC now has its own Quality Board, where patients, families, and staff can review certain quality measures at any time. These boards can also be found in public areas at MMC.

We will report MMC-wide measures in each issue of What’s Happening, as shown below. Please watch for updates every month, and let us know how we can improve the information provided.

## Patient Experience: What are patients saying about us?

Measures for November 2012	MMC Rate	MMC Target	US Average
Communication with doctors	93%	81%	81%
Communication with nurses	88%	79%	78%
Responsiveness of staff	55%	69%	66%
Communication about medicines	76%	65%	63%
Quietness	66%	67%	66%
Care transitions	64%	65%	65%

## Patient Care: How often do we deliver recommended care?

Measure for November 2012	MMC Rate	MMC Target	US Average
Heart attack	95%	98%	95%
Measures for December 2012			
Heart failure	98%	95%	88%
Measures for December 2012			
Pneumonia	100%	98%	86%
Surgical care	96%	95%	84%

## Readmission Rates: How often do our adult patients come back to the hospital within 30 days of their discharge?

Measure for December 2012			
Readmitted within 30 days:	201	Readmission rate:	10.5%

For further information, visit the Balanced Scorecard on MMC’s intranet or contact the Center for Performance Improvement at 662-2018.

## Upcoming Events at MMC

### WOW! Rewards Re-screening

All February

### CORE Research Meetings

Wednesday, February 27  
Noon – 2 p.m.  
CORE Conference Rooms

### Rehabilitation Career Night

Tuesday, March 12  
6 – 8 p.m.  
Dana Auditorium

### Blood Drive

Monday, May 6  
Dana Center

### Oncology Symposium

Wednesday, May 29  
7 a.m. – 12:30 p.m.  
Dana Auditorium

*For details on these and  
other events, check out  
the MMC Calendar on the  
Intranet homepage.*



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## Looking Back . . .

### Growing in the Eighties



*Photo courtesy Maine Medical Center Archives*

*There were two major construction projects going on during the winter of 1984 at MMC. The NDF (New Diagnostic Facility) had been in place for 10 years, and it was decided to add a much needed classroom facility, the Charles A. Dana Health Education Center, to the top of that structure. A sharp eye will pick out some steel work just to the right and behind the old tower, framing for what would be the LL Bean Wing. Despite a 15-inch snowfall, building activity continued under acres of heavy plastic sheeting that kept out the cold and damp. The Bean Wing and the Dana Center opened in 1985, just two years after a three floor expansion of the Gilman Parking Ramp and replacement of the slate roof on the MGH building.*

*What's Happening* is published monthly at Maine Medical Center for members of the hospital community and for friends of the institution throughout Maine and northern New England.

Comments, questions and suggestions may be addressed to Communications & Marketing. (207) 662-2196  
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