

# What's Happening

at Maine Medical Center



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## United Way Campaign Has Begun

The 2010 United Way Campaign kicked off September 14. The campaign, which raises money to support partner agencies in Greater Portland, will run until early November.

This year's campaign is led by Abby Greenfield, Director, Communications and Marketing and Steve Hobart, Senior Manager, Security. Michael Gibbs, Chief, Emergency Medicine, is the physician champion. If you have questions,

feel free to ask any of these leaders.

The goal of the campaign is twofold: first, to raise \$275,000 that will help fund United Way partner agency programs. Second, is a participation goal of 100 percent, meaning that all pledge cards are returned, whether you choose to give or not.

Did you know that \$1 a week for a year (\$52) can feed a family of four for a week? It seems

challenging, but United Way can help make that happen.

Pledge cards have been distributed. If you haven't received yours, please ask your department's team captain, call 662-2196, or go to the Intranet homepage to download the pledge form. Watch the intranet, eNews, and NetNews for a variety of incentives and fun events around the United Way campaign.

Thank you for participating.

### United Way Partner Agencies

When you give to United Way of Greater Portland, you support nearly 50 Partner Agencies that address the broad spectrum of needs, challenges and hopes of our Greater Portland community.

|   |   |  |  |
|---|---|--|--|
| A Company of Girls                                    | Community Partners, Inc.                            | Legal Services for the Elderly               | (Partner for Donor Designation Only)               |
| American Cancer Society - Northern New England Region | Cumberland County Young Men's Christian Association | MAPS Shelter Services - Portland             | Preble Street                                      |
| American Red Cross of Southern Maine                  | Day One   | Mission Possible Teen Center                 | Regional Transportation Program                    |
| Amistad   | Family Crisis Services                              | Morrison Developmental Center                | Salvation Army                                     |
| Big Brothers Big Sisters of Southern Maine            | Frannie Peabody Center                              | Northeast Hearing & Speech Center            | Serenity House                                     |
| Boys & Girls Clubs of Greater Portland                | Freeport Community Services                         | Northern New England Poison Center           | Sexual Assault Response Services of Southern Maine |
| Catherine Morrill Day Nursery                         | Girl Scouts of Kennebec Council                     | Peaks Island Children's Workshop             | Shalom House                                       |
| Catholic Charities Maine                              | Goodwill Industries of Northern New England         | People's Regional Opportunity Program (PROP) | Tri-County Mental Health Services                  |
| The Center for Grieving Children                      | HomeHealth - Visiting Nurses of Southern Maine      | Pine Tree Legal Assistance                   | VNA Home Health Care                               |
| Community Counseling Center                           | Immigrant Legal Advocacy Project                    | Planned Parenthood of Northern New England   | Wayside Soup Kitchen                               |
| Community Dental                                      | Ingraham  |  | Youth & Family Outreach                            |
|   | The Iris Network                                    |  | Youth Alternatives, Inc.                           |
|   | Kids First Center                                   |  |  |

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# President's Message



## FY11 Budget Development Presented Unique Challenges

Make no mistake: developing the operating budget this year was very challenging — much more so than in previous years.

We expect to be paid less by government payers (which makes up over half our revenue) and the recently passed national health care reform legislation means further cuts from Medicare. The economy continues to limp along, and as folks continue to struggle to find work, more and more without health insurance benefit from charity care at MMC. Our expenses continue to climb — particularly in pension funding and health insurance premiums. And, as compared to previous years, our inpatient volume numbers are down. While there is some good news — outpatient equivalent discharges are growing — the revenue generated by this type of care does not make up for the inpatient discharge revenue loss.

All of these factors pointed to the need for every department to find significant expense reductions as the budget was prepared this year. The Budget Committee worked hard to find the required reductions and they relied on creative ideas throughout the medical center. We did this very thoughtfully and purposefully with a commitment to maintaining the quality of our patient care and minimizing, whenever possible, the impact on our employees — unlike other organizations that have resorted to reducing PTO time, reducing pension funding, and eliminating wage increases. Department heads and others dove into the details and found the needed expense reductions to help us reach our organization's strategic goals and objectives.

And while all the planning and budgeting projections are completed now, the hard part is still ahead of us — implementation. We must remain steadfast in our commitment to reach our budgeted targets.

When we put together the budget (representing \$1.5 billion in gross revenue), certain assumptions were made. These assumptions included volume and expense forecasts and other factors. But what happens if these assumptions don't come to pass? Well, we have a plan for that. Our senior leaders have put together a "risk mitigation" strategy in the event we see increases or decreases in volume, expenses rise unexpectedly, or further payment reductions are implemented. In short, we have a plan in place — just in case.

I know that developing the operating budget this year was stressful, especially given the challenges facing us. But we met this significant challenge and prevailed. We must remain a financially viable organization so that we can continue to meet our three-part mission of patient care, education, and research. Because when all is said and done, everyone wants what is best for our patients, their well-being, and our community's improved health.

I can't think of a better team of caregivers who can meet our budgeted targets, reduce the costs of care, and achieve the continuous quality improvement that is expected of us.

For all you do for the medical center and our community, thank you.

Respectfully,

A handwritten signature in dark ink, appearing to read 'R. Petersen', written in a cursive style.

Richard W. Petersen  
President and Chief Executive Officer

# Getting to know . . .

## Jessica Begley



### *Position:*

Parent Education Program  
Coordinator, Family Birth  
Center (FBC)

*Years at MMC:* 4

### *What does your job entail?*

I coordinate patient education and special projects for the East Tower. My ultimate goal is to create a sense of community, a place where families can come for education, support, and connections before the birth of their baby and as their family grows. I coordinate the creation of numerous patient education mediums such as print materials, website, social media, classes, and support groups. I'm also the face of the FBC in that I facilitate collaboration between MMC and other organizations.

### *What people may not know is that:*

I was a tap dancer growing up. I would jump on the coffee table and do a little *Shuffle Off to Buffalo* to entertain my grandfather.

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

I'd love to have lunch with WGME meteorologist Sarah Long. I have always been obsessed with weather and get giddy at even the hint of a thunderstorm. I'd love to hear about her career path, whether she has ever chased a tornado, and what a day in the life of a meteorologist is like.

### *I love working at MMC because:*

I'm proud to be employed by a hospital that is not only a leader in tertiary care, but also involved in population-based, public health efforts. The hand-washing campaign, community H1N1 vaccination clinic, Let's Go, and Rich Petersen's commitment to the Harold Alfond College Challenge all highlight MMC's commitment to the public health concepts of "prevent, promote, protect."

*\*Note: Jessica is pictured above holding a cardboard cutout promoting breastfeeding, part of patient education materials.*

## Team to Study CF Infection Control

An MMC research team, led by Jonathan Zuckerman, MD, has been awarded \$463,921 from the Cystic Fibrosis (CF) Foundation to study outpatient infection control in CF clinics, part of a two-year, multi-center study.

The study examines the protective effects of patients wearing masks during office visits, and also looks at the influence of cough frequency, overall participant clinical status, and room ventilation.

In an earlier study, the team used sophisticated molecular fingerprinting to evaluate contamination of environmental surfaces. "Surprisingly, we found that the air in examination rooms becomes contaminated with respiratory pathogens in more than 10 percent of office encounters, whether or not patients are clinically ill," says Dr. Zuckerman, of MMC's Division of Pulmonary and Critical Care.

This is a significant issue in the CF community, according to Dr. Zuckerman. Infection with certain species of bacteria can lead to accelerated decline in lung function and, in certain cases, exclusion from lung transplant listing. He hopes the findings will lead to outpatient infection control guidelines in CF clinics, particularly with respect to air contamination.

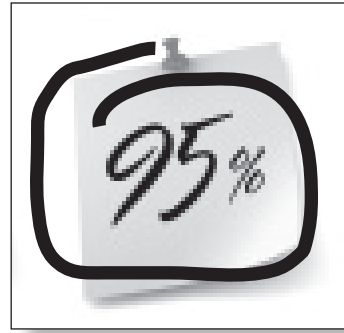
Besides Dr. Zuckerman, the MMC team includes biostatistician Lee Lucas, PhD, RN, MS; CF Center Director, Ana Cairns, DO; and research coordinator Tina Manley, RN.

# MMC is Going for the Gold

The Joint Commission has encouraged us to “Go for the Gold” and vaccinate 95 percent or more of our employees against the flu. It’s a tremendous stretch goal, but we CAN do it.

The benefits of flu vaccination have been clearly delineated — receiving vaccine can protect us from getting influenza (flu), and helps decrease the risk of passing the flu on to our patients and loved ones. Even if we are not prone to the flu ourselves, it’s possible to have a subclinical infection that can be passed to others whose immune systems are not as robust. Doug Salvador, MD, MPH, Patient Safety Officer at MMC and Infectious Disease Specialist, says it best: “Influenza vaccination of health care workers (HCWs) is one of the most effective ways ever studied to keep our patients healthy. It is our duty as caregivers to get a flu shot every year to make sure we do not unintentionally pass the flu to one of our patients.”

Phil Scavotto, RN, believes receiving the flu shot is a step toward improving a serious public health issue. MMC’s Special Care Unit, where Scavotto is Nursing Director, sees many patients with critical health issues, many of whom could not fight the flu virus if exposed.



Scavotto also notes a personal reason for receiving the flu shot each year: “My wife is an OB/GYN. I certainly don’t want to give her the flu and have her, in turn, expose her pregnant patients to the virus.”

Many HCWs are healthy, with robust immune systems. Thus, many believe the flu shot is unnecessary. If you don’t receive vaccination for you, get it for those around you who may not be as healthy as you – our patients, your co-workers, your families.

Last year, 68 percent of staff received the H1N1 flu vaccine and 61 percent the seasonal flu vaccine — a tremendous effort, and an important component of patient safety. And we can do better — we are “Going for the Gold.”

“Getting a flu shot is a simple and easy way to protect our patients, our families, and ourselves. I encourage all medical center employees and volunteers to consider being vaccinated,” says Rich Petersen, MMC’s President and CEO.

Watch for schedule information, seek out embedded staff who will be giving shots, call Employee Health, see your PCP. However you do it, get vaccinated – for you, for our patients.





# September Anniversaries

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*Kenneth Sawtelle, Central Supply,  
35 years*

## **50 Years**

Eleanor Lacombe, MMCRI

## **40 Years**

Wilma Reed, Prenatal Center

## **35 Years**

Patricia Bernard, EICU

Diane Davies, Operating Room

Cathy Hibbard, Prenatal Center

Kenneth Sawtelle, Central Supply

## **30 Years**

Sandra Ahlquist, Psychiatry

Ann Carroll, NICU

Patricia Crosby, Family Center

Helen Deering, Switchboard

Zoi Gervais,

Cardiology Access Coordination

Mary Hutchison, Prenatal Center

Douglas Kaiser, Nutrition Services

Charles Massie Jr, ASU

Susan Nelson, Operating Room

Paula White, Center for Clinical &  
Professional Development

## **25 Years**

Elizabeth Ballard, R1

Charles Cole, Psychiatry

Linda Edgerton, Care Coordination

Darlene Faulkingham,

Nutrition Services

Kristin Johnson, P6

Gail Marchigiano, SCU

Debra McPherson,

Center for Clinical &

Professional Development

Carol Ritter, Pediatrics

Cynthia Rubinoff-Myers,

Turning Point

Bradley Young, SCU



*Joanne Atwood, Switchboard,  
15 years*

## **20 Years**

Lesya Belousov, Radiography-Echos

Megan Brown, R1

Elaine Corrow,

Post Anesthesia Care

Pamela Fisher, Operating Room

Pamela Jordan, ER Nursing

Teresa Leeman, SCU

Claire McCubrey,

Scarborough Surgery Center

Kathleen McNally, Anesthesia &

Pain Management

Linda O'Donnell, Family Center

Debra Sepulveda, OB/GYN

## **15 Years**

Jane Abbott, Post Anesthesia Care

Joanne Atwood, Switchboard

Ellen Briggs,

Continuing Care Nursery

Lee Lucas, MMCRI/CORE

Philip Meyers, Anesthesia &

Pain Management

Ann Stickney, Clinic - OB/GYN

Susan Talbot, Pediatrics

Karen White, Radiology

Carey Woods, Birth Center

## **10 Years**

Jacqueline Clark, R3

Stacey Conley, NICU

Leila Donahue, IS Clinical Systems

Ann Gill, Operating Room

Charlene Haycock,

Radiology Nursing

Carol Hubbard, Pediatrics

Mark Integlia, Pediatrics

Sondra Johnson, Psychiatry

Monica Lee Kim,

Audit & Compliance

Stephanie Lorom,

Radiation Therapy

Susan Mogavero, Pharmacy  
Mark Noonan, Employee Relations  
Heather O'Shea Hofheimer,  
Endoscopy

Margaret Reynolds, ER Nursing

Tammy Ricci, Care Coordination

Timothy Roy, Operating Room

Vanesa Saric, Nutrition Services

Amanda St Peter, Operating Room

Jane Thibodeau, SCU

Beth Thivierge, R5

Joseph Wax, OB/GYN

## **5 Years**

Daniel Aboda, Interpreter/Cross  
Cultural Services

Helen Abwoch,

Environmental Services

Marie Benham, Financial Services

Kendra Brown, Operating Room

Travis Caron, Cardiothoracic ICU

Carrie Chamberlin, R3

Theresa Coulston, R4

Erica Croxford, NICU

Stephen Donnelly, Pediatrics

Amy Emerson, Dialysis Nursing

Clancy Erickson, SCU

Nicole Farrell, SCU

Linda Gardiner, SCU

Tevis Gearan, Internal Medicine

Sarah Giles, Birth Center

Susan Goran, EICU

Svetlana Goroshkevich,

Nutrition Services

Alexa Goscinski, Physical Therapy

Margaret Hiler, R3

Andrea Hodgdon, Gibson Pavilion

Jessica Howe, Pediatrics/BBCH

Antoinette Kabongo,

Interpreter/Cross Cultural Services

Karen Lagerstrom, Copy Center

Ariana Libby, R2

Ann Maloney, MMCRI

Michelle McDonald, R4

Kenneth Nelson, Vocational Services

Susan Nixon, Operating Room

Katherine Norton, Operating Room

Rebecca Oliver-Palanca, R1

Elizabeth Piper, Heart Catheter Lab

Cynthia Ronco, R6

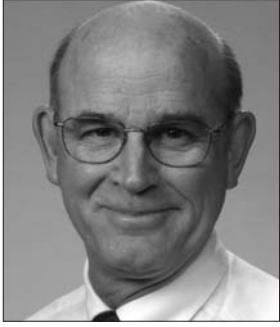
Miriam Scannell, R2

Darlene Schelling,

Health Information Management

Zack Wang, MMCRI

## American College of Surgeons Honors MMC Doctor



*Samuel Broaddus*

**Samuel Broaddus, MD**, will be awarded the Surgical Volunteerism Award for international outreach by The American College of Surgeons (ACS). The organization says that Dr. Broaddus will be recognized for his “commitment and significant contributions toward improving surgical care in Haiti.” He has made many visits to the island since 1994, and led a surgical response team from Maine-based Konbit Sante to Haiti following the earthquake in January. Prior to his Haitian work, Dr. Broaddus served in mission hospitals in St. Lucia, Egypt, Pakistan, Sri Lanka, and Thailand. According to the ACS, Dr. Broaddus will be honored “for his tireless service, critical research, and ongoing advocacy for Haiti.”



*Amy Robinson*



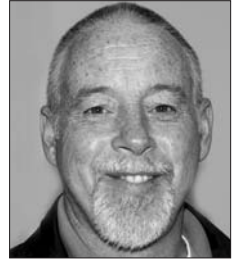
*Mihai Cosma*



*Valerie Garrett*



*Chad Burnham*



*Tom Villineau*

**Amy Robinson, RN**, has been appointed Nurse Manager of Brighton FirstCare. Robinson graduated from the University of Vermont with a Bachelor of Science in Nursing, and previously worked in Emergency Services at Brighton FirstCare, Southern Maine Medical Center, and Brighton Medical Center. She also worked as a per diem nurse in her local community’s school system. Prior to assuming the Interim Manager role at Brighton FirstCare, Robinson served as the Unit Based Educator and as a Clinical Nurse III.

**Iona “Mihai” Cosma, MD**, and **Valerie Garrett, MD**, have joined MMC’s Hospital Medicine team. Dr. Cosma graduated from Iuliu Hatieganu Medical University in Romania, and completed his residency in internal medicine at Maine Medical Center. He also conducted molecular research at Jackson Laboratory. Dr. Garrett completed medical school at the University of Mississippi, and completed a fellowship in epidemiology and a residency in internal medicine at Vanderbilt University. She worked in internal medicine private practice in North Carolina for 10 years before moving to hospitalist work in 2008.

**Elizabeth Crampsey, OT**, has been promoted to a Clinical Level 3 Clinician. Liz received her degree from the University of New Hampshire and is currently working on the Special Care Unit.

**Elizabeth Pontius, PT**, has been promoted to a Clinical Level 3 Clinician. Liz received her degree from Boston University and is currently working on B2.

**Chad Burnham** and **Tom Villineau** have obtained certification with International Association of Health Care Security and Safety (IAHSS). IAHSS is a professional organization comprised of security, law enforcement, and safety professionals dedicated to the protection of health care facilities worldwide.

# 1,000 and Counting

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A newspaper ad shares a milestone MMC recently celebrated — the 1,000th robotic-assisted urologic procedure.

Robotic-assisted surgery is the least invasive urologic procedure, and offers the quickest recovery time for appropriate patients. Physicians have been performing robotic-assisted procedures since 2004.

The ad, below, coincides with Prostate Cancer Awareness Month, created to raise awareness of the disease. Although its mortality rate has fallen in the last decade, prostate cancer is still the second leading cause of cancer deaths among men in the United States. This year alone, nearly 218,000 men will be diagnosed with prostate cancer, and more than 32,000 men will die from this disease. National Prostate Cancer Awareness Month gives us the opportunity to renew our commitment to fight this disease by finding better ways to prevent, detect, and treat it.

Look for the ad throughout the month in the *Maine Sunday Telegram/Portland Press Herald*.

1,000 patients have chosen Maine Medical Center for  
their robotic-assisted urologic procedures.

Make that 1,001.



My name is Dan Mahoney. When I was diagnosed with prostate cancer, the first thing I did was look for the best treatment available. What I found was Maine Medical Center — their experienced urologists and a track record of outstanding results with over one thousand robotic-assisted surgeries performed. This put me immediately at ease. Plus, it's the least invasive surgical procedure, which offers the quickest recovery time. I couldn't have been happier with my results. I was out of the hospital quickly and ready to get back to work and my active lifestyle.

For more information, call (207) 662-3764.

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

## Annual Survey on Patient Safety Culture News

Patient safety is a top priority at MMC, and we want you to tell us how we're doing.

Beginning September 27, employees will be asked to assess patient safety at the medical center. The annual survey helps focus our efforts to improve patient safety performance.

Plus, if you participate, you can win one of our weekly drawings for cash prizes:

- \$25 American Express gift certificates to 20 MMC employees
- Grand prize of \$200 in Week 1
- Grand prize of \$100 in Week 2
- Grand prize of \$75 in Week 3

Complete the survey during week one and be eligible for all three prize drawings.

Thank you for completing the survey before October 15.

# Looking Back . . .

## Giving Back to Our Community, 1954



Photo courtesy Maine Medical Center Archives

Before United Way, there was the Community Chest. In the fall of 1954, Maine General and Children's Hospital (MGH) presented this display on a flat bed truck float on Congress Street in downtown Portland. Along with 21 other agencies, MGH set out to inform the public about the services available to the community. The float depicted a typical day in the Emergency Division, complete with nurses, students, equipment, and "patients" (that's "burn victim" Ed McGeachey on the table). We exceeded our goal for donations that year, too: \$2,509.75 was over our target of \$2,323.50.

  
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*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.

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