



## New Chief Operating Officer Named

Jeff Sanders has been named MMC's new Executive Vice President and Chief Operating Officer (COO). A knowledgeable health care leader, Sanders has experience in policy formulation — he served as a legislative aide to US Senator George Mitchell — and in hospital operations and physician relationships — he served as a senior executive at a nationally-recognized health system in the west.

"We are very happy to have Jeff join us. His diverse experience and expertise in leading one of the nation's leading hospitals will complement the great work already being done here at the medical center," says Rich Petersen, MMC President and Chief Executive Officer. "Jeff possesses the competencies, experience, and leadership style that will help lead and advance the medical center to ever greater levels of success."

Sanders will be responsible for the day-to-day operations of the hospital. He will serve as a key strategic advisor to the president, senior executives, and physician leaders. Sanders' efforts will focus on service and operational excellence, program growth, quality, culture enhancement, and physician relationships.

"I'm extremely excited to join the Maine Medical Center team," says Sanders. "Maine Medical Center is nationally recognized for the delivery of high quality care at a cost effective price. I'm looking forward to working with a talented team of professionals to build upon that legacy. I'm also very happy to return to Maine."

A native Mainer, Sanders was born in Millinocket and spent his formative years in Gray.

Previously, Sanders was the Operating Officer at Intermountain Medical Center in Murray, Utah, where he oversaw cardiovascular services, imaging services, sleep services, hyperbaric medicine, surgical services, transplant services, and medical research. Prior to that, he was at McKay-Dee Hospital in Ogden, Utah, in charge of a number of programs including surgery, critical care, rehabilitation, laboratory services, information systems, and behavioral medicine.

Sanders begins his duties on June 7, and will report to MMC President and CEO Rich Petersen.



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# President's Message



## April is a Time to Say Thanks

As an avid baseball fan, I'm always excited to turn the calendar page to April, and know the Sea Dogs will soon be back in Portland.

April is also special because it's the time we set aside to

thank you, our valued staff and employees, for all you do to make MMC a very special place.

During Employee Appreciation Week, the medical center acknowledges the contributions of our terrific team. Regardless of where you work or what you do, you play an important role in patient care.

Those of you who provide direct care are the face of the medical center. You understand that treating people means more than making them well. Showing compassion, support, and understanding are just as important.

And those behind the scenes provide an equally valuable contribution, whether you keep the buildings clean, launder the thousands of sheets used each day, ensure our equipment runs smoothly, serve nutritious meals to anxious family members, or dispense medication.

The past year presented its share of challenges, from the soft economy to the H1N1 pandemic. Despite these and other bumps along the way, our patients continued to receive the best care, and that's thanks to each of you.

Baseball is a team sport and so is caring for the tens of thousands of patients we treat each year. Just as any good baseball team works as a single unit with an ultimate goal, our team here at the medical center shares a common objective of safe patient and family centered care second to none.

There's no other team I'd like to be on.

Thank you for your hard work, your dedication, and most of all, for your commitment to our patients.

Respectfully,

Richard W. Petersen

President and Chief Executive Officer

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## MMC Retains Level 1 Trauma Status

Maine Medical Center has once again been verified as a Level 1 Trauma Center by the American College of Surgeons (ACS). This is an outstanding achievement for the medical center and our Trauma Division, under the leadership of Medical Director Robert Winchell, MD.

MMC was first verified as a Level 1 Trauma Center, the highest level designation in emergency care, in February 2007. We undergo re-verification every three years, a process by which the ACS confirms a hospital is performing as a trauma center and meets the criteria contained in Resources for Optimal Care of the Injured Patient. MMC is one of 138 Level 1 Trauma Centers in the United States.



In addition to acute care responsibilities, as a Level 1 Trauma Center MMC plays a major role in providing leadership in education, research and trauma care system planning for Northern New England.

# Getting to know . . .

## Curtis Clark



**Position:**

Environmental Services Worker

**Years at MMC:**

2 Years

**What does your job entail?**

I contribute to making MMC a safe, clean place where medical procedures are performed for the benefit of the people who come here with medical needs.

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

I've been a performing musician and composer for most of my life, both here in the United States and in Europe. I've lived mostly in Amsterdam, Holland, where I worked and recorded with great and not so great musicians, and also lead my own ensembles. I returned to the US in 2005, settling in Portland in order to work at improving my craft as pianist and

composer. I was very pleased when MMC employee Joel McMullin asked me to mode Beethoven's Symphony #7, second movement theme into a tribute to his wife Letitia. I'm quite pleased with the result. Also, if anyone would like to hear how I'm progressing, they can pick up a copy of my latest CD "Taagi" at the Green Hand Bookstore on Congress Street.

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

Miles Davis, because I missed playing with him and would love to hear his ideas about improvising and composing.

**I love working at MMC because:**

I can focus on doing a good job for the staff and patients and also live inside my head and work on my art at the same time.

## Maine Colorectal Cancer Control Program Debuts

MaineHealth received a new, federally-funded grant aimed at increasing awareness of colorectal cancer screenings, as well as the number of high-quality colorectal cancer screenings for Mainer. MaineHealth is one of four health systems across the state participating in the program.

The Maine Colorectal Cancer Control Program (MCRCCP) provides colorectal cancer screening services for low-income Mainers, age 50-64, who are underinsured or uninsured. MMC and Portland Gastroenterology Associates are piloting MCRCCP; the program will be expanded to other MaineHealth members this summer.

MCRCCP has the additional goal of increasing awareness of colorectal cancer screening among Maine health care providers and residents. Look for an MCRCCP advertising campaign that will roll out this early this summer.

**Questions?** Contact Aysha Sheikh, MCRCCP Program Coordinator, at 1-877-320-6800 or [sheika1@mainehealth.org](mailto:sheika1@mainehealth.org).

# Joint Replacement Center Receives Three Peer Awards

While the Joint Replacement Center (JRC) has been busy giving patients a new lease on life, the rest of Maine Medical Center has been taking notice. Over the last several months, the JRC has been recognized with a Nursing Excellence Team Award and two Paul M. Cox Quality Awards. The recognition comes as no surprise to staff, who have worked hard to build a team based on respect, goals, and patient care.

“We’ve come together,” says Betty Grant, Nurse Educator on R6 and B2. “We’ve worked as a team and produced something outstanding. This unit has exemplified teamwork.”

The team goals extend well beyond the nursing staff who work in the JRC. It involves a commitment from the entire team. Whether a member of Environmental Services, a physical therapist, or a surgeon, everyone’s input is valued equally, knowing the needs and care of the patient is the ultimate focus.

“We are always looking for ways to improve,” says Nora Bowne, JRC Program Manager, speaking of the non-stop, multi-disciplinary committee work that goes on behind the scenes. “We work together to take issues head on and have had great outcomes.”

The JRC staff continuously track and measure outcomes in order to identify things that work

well or those that may need improvement. Cross-education helps staff better understand each other’s roles, which has been seen to contribute to better patient care. With the patient at the center of everyone’s commitment, the team is able to set egos aside and work cohesively to achieve the best outcome for patients. “We put ourselves in the patient’s and families’ shoes,” says Deborah Gregoire, CN IV, CPAN, CCRN.

As a result, patient satisfaction and quality scores have soared.

“When the patients are happy, the staff is happy,” says Beth Burke, OTR/L, CBIS, citing the excellent level of staff morale as proof of accomplishment.

The hard work and dedication of the entire Joint Replacement Center team has also earned Maine Medical Center the honor of being named a Blue Center of Distinction for Knee and Hip Replacement Surgery by Anthem Blue Cross and Blue Shield of Maine. Blue Distinction Centers demonstrate an expertise and reliability in quality special care on a consistent basis, resulting in better overall outcomes for patients.



## Making a Difference

MMC doctors Susan Miesfeldt, MD, and James Morse, MD, recently traveled to Tanzania to volunteer at a local clinic. Dr. Morse, of Adult Nutrition Support, said patients presented with a variety of illnesses, ranging from malaria to diabetes. Dr. Miesfeldt, an Oncologist at the MMC Cancer Institute, also volunteered at a children’s orphanage. In the photo, the couple is pictured with their two children and two members of the local Maasai group in the Ndutu region near the Serengeti Plains.

# MMCRI Scientist Seeks New Routes to Treat Anemia

Patients undergoing dialysis and chemotherapy may have very different experiences, but many share one thing in common: anemia. Kidney disease often compromises the production of red blood cells, while chemotherapy can damage blood cell-forming tissues within bone marrow. Anemia often weakens, and further compromises, these patients. Current treatments are expensive, involve frequent dosing, and can have detrimental side effects.

Don Wojchowski, MD, of MMC's Research Institute (MMCRI) is exploring how bone marrow generates new red blood cells, and how new anemia treatments might be developed for dialysis and cancer patients.

Dr. Wojchowski directs the Stem and Progenitor Cell Research Center at MMCRI, a team of scientists dedicated to understanding how stem cells develop into tissues and organs, how they respond to injury, and how they can be used for medical treatments. He has received international attention for his efforts to discover new ways to stimulate the production of red blood cells in these patients.

Dr. Wojchowski's laboratory is uncovering new molecules which prompt red blood cell development. "If we can understand the many ways that the body converts bone marrow to red blood cells, we should then be able to trigger this process via new approaches, perhaps with fewer side effects," he says.



Most recently, Dr. Wojchowski received important international recognition for his research from the Roche Foundation for Anemia Research (RoFAR), a prestigious international foundation. This second phase research award to Dr. Wojchowski called attention to his "exciting, innovative work and impressive progress."

As a RoFAR award recipient, Dr. Wojchowski takes his place among renowned researchers from Duke, Vanderbilt, Mt. Sinai, the Children's Hospitals of Philadelphia and Boston, as well as several prestigious European research hospitals.

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## Clinics Honored with Bridges to Excellence Awards

The Internal Medicine Clinic, Internal Medicine/ Pediatric Clinic, and The Barbara Bush Children's Hospital Pediatric Clinic have been recognized with a Bridges to Excellence Award, in recognition of these areas' use of electronic medical record systems.



The Bridges to Excellence programs reward physicians and practices for adopting better systems of care that result in physician practice reengineering, the adoption of health information technology, and delivering good outcomes to patients. The Level Three Advanced Certification places MMC in the 90th percentile nationwide.

# MMC Maintains its Standing as the State's Only Accredited Radiation Oncology Facility

The Radiation Oncology Program of the Maine Medical Center Cancer Institute (MMCCI) was recently redesignated as the only facility in the state to receive Accreditation in Radiation Oncology from the American College of Radiology (ACR). The ACR is a national organization serving more than 32,000 diagnostic and interventional radiologists, radiation oncologists, and nuclear medicine and medical physicists. The Radiation Oncology Program is a key component of the Maine Medical Center Cancer Institute.

The three-year term is based on a peer review — an evaluation by Board certified physicians and medical physicists — which assess the qualifications of personnel and the adequacy of the facility. The Radiation Oncology Program underwent a comprehensive site review in October 2009 which resulted in the decision by the ACR to continue MMCCI's accreditation status. Radiation Oncology first received accreditation in 2006.

"The accreditation is earned after a rigorous evaluation of our program's quality, outcomes, and commitment to patient care," says Neil McGinn, MD, MMC's Director of Radiation Oncology and a physician affiliated with Spectrum Medical Group in South Portland. "Patients can feel good knowing that they will receive the highest level of care available." This accreditation is particularly timely with recent media coverage focusing on the growing concern of radiation therapy administration errors in hospitals. Although errors are rare, radiation therapy technology has become increasingly complex and powerful and there is a need for stringent oversight and quality monitoring to ensure that radiation doses are administered safely and accurately.

## Better Results in Less Time

Earning the ACR accreditation means an organization has demonstrated a commitment to patient care and



quality, and is able to offer advanced technology and techniques for the care and treatment of cancer patients. One example of that commitment is a new program to offer accelerated partial breast irradiation (APBI) via high-dose rate brachytherapy for breast cancer patients. This outpatient treatment targets the tumor site rather than the whole breast – eradicating any residual tumor cells while leaving more healthy tissue and cells intact. Over 100 women have now been treated with this approach, with a recurrence rate of just 2 percent. This recurrence rate is comparable to that achieved with more conventional treatment, with significantly fewer side effects.

In addition to its effectiveness and reduced toxicity, APBI requires less time than more conventional whole breast treatment. High dose patients receive two treatments a day for five days; while regimens of whole breast treatments last approximately 30 days. MMCCI is the only facility in the state offering APBI for breast cancer patients.

"It's a very effective and practical option, especially for women who don't have easy access to a breast cancer treatment facility," says Celine Godin, MD, MPH, Radiation Oncologist, Spectrum Medical Group. "We recently treated a patient from New Sweden who came here because she heard about the APBI program and felt it was the best choice for her. We're happy she was able to stay in Maine – she received leading treatment without the hassle and stress of having to travel further from home."

## Hand Hygiene Rate Meets Goal in March

The overall MMC hand hygiene rate for March was 90 percent, meeting our goal. Look for your team's performance at the hand hygiene board, posted on your unit. Hand hygiene rates are determined by observations of staff entering and leaving a patient rooms.



## Radio Ads Feature Joint Replacement Center

MMC is promoting its Joint Replacement Center through a new series of radio ads. The 60-second commercials air on WHOM, WGAN, WPOR, and WYNZ, and can also be found on our website.



## Privacy Reminder

MMC is responsible, and strongly committed to, safeguarding patient information. Remember, never post information about a patient on a social networking site. Contact the Privacy and Security Office for more information, 662-4443.



## Digging In

*Walter Pochebit, Director of Construction and Property Management, and Mike Ryan, Vice President of Operations, toss ceremonial shovels of dirt to complete the planting of two trees near the Dana Center. The trees were planted in partnership with the City of Portland to mark the 40th anniversary of Earth Day. Portland was once known as the Forest City because of its abundance of trees.*

# Batter Up!

Members of the Portland Sea Dogs look on as Dan Smith, Chair of the Board of the Maine Children's Cancer Program (MCCP), says a few words before a Home Run Derby fundraiser at Hadlock Field.



The Home Run Derby, held on Patriots Day, officially kicked off the 2010 TD Bank Strike Out Cancer in Kids campaign, raising \$2,845, thanks to several local celebrities who participated.

Media members, sponsors, Sea Dogs pitchers and coaches, and supporters of the program were each allowed three hits, and depending on how far the ball traveled, the Sea Dogs donated a pre-determined amount of money, ranging from \$20 - \$500.

The TD Bank Strike Out Cancer in Kids Program raises money for MCCP. For every strikeout thrown by a Sea Dogs pitcher, money is generously donated by numerous businesses and individuals, with TD Bank leading the way (\$10 per strikeout). The program has raised a remarkable \$3.9 million in its 16 year history. The Sea Dogs and the Maine Children's Cancer program expect to celebrate the 4 million dollar milestone later this season.



# April Anniversaries

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Sonja Orff, SCU  
20 Years



John Goodrich, MD  
15 years

## 35 Years

Betty Edson, Employee Health  
Diana Lampron, R6  
Penelope Loura, R1  
Ann McPhee, The Barbara Bush Children's  
Hospital

## 30 Years

Brian Craig, Clinical Engineering  
Sharon Donahue, Nursing  
Janice Gallant, Radiology Transcription

## 25 Years

Patricia Cote, NICU  
Michael Poulin, Information Services  
Jean Thibault, R6  
Sally Whitten, Pulmonary Medicine

## 20 Years

Carlito Anastacio, Central Supply  
Robert Cormier, Surgery  
Sonja Orff, SCU  
Joseph Sandora, Purchasing

## 15 Years

Jennifer Abbott, Ambulatory Cardiac Care Unit  
John Goodrich, MD, Maine Medical Partners  
Patricia Patterson, MD, Pediatrics  
Pamela Schlichting, SCU  
Melinda Sicotte, Operating Room

## 10 Years

Glenn Angell, CICU  
Ruth Anne Coro, Emergency Department  
Rae Geren, Anesthesia  
Cynthia Honess, Center for Clinical and  
Professional Development  
Silvia LaCourse, Vocational Services  
Leslie MacKenzie, Painting  
Martha Weatherhead, SCU

## 5 Years

Fritz Antoine, Security  
Laura Briggs-Joslin, P6  
Kirsten Cantara, Operating Room  
Chartan Cofferen, Cardiothoracic ICU  
Leland Courtois, Pharmacy  
Anthony Dixon, Distribution  
Matthew Dufour, Patient Accounts  
Patricia Fahey, Surgery  
Neeburbunn Lewis, R7  
Shawn MacDonald, Outpatient Registration  
Nancy Michaud, Gibson Pavilion  
Paula Nagy, R6  
Susan Newton, Information Services  
Terrence Norton, Distribution  
Carrie Anne Prescott, R3  
Michael Shaw, Information Services  
Malgorzata Swiatek, Pediatrics  
Tiffany Townsend, Employee Health

# People

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Lisa Rutstein, MD

**Lisa Rutstein, MD**, Director of Surgical Oncology at MMC's Cancer Institute, was honored for her leadership role in the state's cancer community. The Maine chapter of Susan B. Komen For the Cure recognized Dr. Rutstein during the annual Pink Tie Ball last month, citing her efforts to secure funding for quality cancer care for patients in rural areas of Maine. Dr. Rutstein has been treating patients at Maine Medical Center since her residency in 2003.



Mary Liberty

**Mary Liberty** was honored by the Accreditation Council for Graduate Medical Education with a Program Coordinator Excellence Award. Liberty was one of five award recipients from throughout the United States. The award was created to honor and recognize the crucial role that program coordinators play in the success of a medical residency program. Liberty is the Program Manager of Psychiatric Medical Education. In the photo, Liberty (center) poses with Susan Day, MD, chair of the ACGME Board of Directors, and Thomas J. Nasca, MD, MACP, chief executive officer of the ACGME.

**Jackie Bartlett** passed her Certified Imaging Informatics Professional (CIIP) exam, and is the first CIIP at Maine Medical Center Radiology.

**Russell Correia, LCSW**, has accepted a nomination to be one of 10 national mentors in Social Work for the Cystic Fibrosis Foundation. The program was developed to mentor new social workers at various CF Centers around the country, providing care to the adult and pediatric population. Mentorship responsibilities include a site visit and clinical consultation for one year.

**Jody Boyington** has joined MMC as a Building Coordinator in the Dana Center. She comes to the medical center from the Cape Elizabeth school system, where she served as substitute office staff and classroom teacher for 12 years.

**Kate Galop** has joined Pastoral Services as an Administrative Coordinator III. She was previously an Administrative Associate I for the Security, Parking and ID department.

**Dan Dupuis, Jim Nicholson, and Jason Wood** 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.

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## Join the MaineHealth Track Team

*Do you miss being part of a team? Are you interested in meeting new people and getting fit at the same time? For six years, MaineHealth has been participating with the Maine Corporate Track Association. All employees and dependents, 18 years or older, of the MaineHealth family are encouraged to lace up their running shoes on and get out on the track. You don't need to be an experienced runner, or be in the best shape of your life. All ages are welcome; all you need is the desire to have fun. Want to learn more? Contact, Emily Walters at [waltee@mmc.org](mailto:waltee@mmc.org).*



# People

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**Rosemary Munson, C-TAGME**, was awarded the Carol D. Berkowitz, MD, Award for a Lifetime of Advocacy and Leadership in Pediatric Medical Education by the Association of Pediatric Program Directors (APPD) at its annual meeting in Chicago. This award is the highest recognition given to residency training administrators by this national organization of pediatric residency educators. In the presentation of the award, Munson was honored for her contributions to the growth of the MMC Pediatric residency program, as well as for her contributions on the national level to the APPD and the organization of Training Administrators in Graduate Medical Education. "It was gratifying for me to see the national organization recognize her accomplishments, the high standards we try to achieve at MMC and the contributions that we are making nationally to medical education," says John Bancroft, MD, Chair of Pediatrics.



Amy Strum, RN (center)

**Amy Strum, RN**, of the Emergency Department, was honored at Community Counseling Center's (CCC) 5th Annual Heroes with Heart celebration on April 8. Heroes with Heart is the premiere fundraising event for CCC's Trauma Intervention Program, which trains citizen volunteers to provide emotional and practical support to victims of traumatic events. Last year, TIP volunteers responded to nearly 130 calls, many from MMC. Pictured (left to right): Leslie Brancato, President and CEO of Community Counseling Center (a member of Maine Mental Health Partners/MaineHealth), Lisa Toner, Board Chair for Community Counseling Center, and Strum.

**Barbara Grillo** has joined the MMC Cancer Institute as its new Director. Previously, Grillo was Director at the MMC Neuroscience Institute.



Barbara Grillo

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## National Volunteer Week — a Time to Say 'Thanks'

*April 18-24 was National Volunteer Week, created to recognize those who give their time and talents to help others. Here at MMC, we have 818 volunteers who greet and guide visitors, provide Reiki treatment, knit hats, deliver items, wag their tails, and more. In addition, many MMC employees volunteer at other organizations, from soup kitchens to clinics in Third World countries.*



## WHO Campaign Targets Hand Hygiene

The World Health Organization is beefing up efforts to improve hand hygiene by launching a new program, "Save lives: clean your hands". The campaign is a global effort to promote hand hygiene among health care workers. It advocates a commitment to hand washing by health workers because they are likely to spread life-threatening infections while working with different patients.

As a reminder, you should clean your hands:

- When you enter and leave a patient room
- Before eating or preparing food
- After using the bathroom
- After handling money
- Whenever your hands look dirty

## Looking Back . . .

### *Life in the Pharm, 1952*



*Photo courtesy Maine Medical Center Archives*

*This photo of Pharmacist Robert Worcester was taken in the Maine General Hospital Pharmacy, which was then located in the basement.*

*At the time of this photo, pharmacists prepared each dose as needed, which was costly and time consuming. In 1953, Worcester introduced a safer method for handling dosages of penicillin and narcotics, asking drug companies to prepare single dose ampules. It soon became the norm for procuring most narcotics. Most drugs soon became available in pill or capsule form, produced by large pharmaceutical labs, as opposed to earlier liquid and powder potions concocted by druggists who would sugar-coat their own pills to make them more palatable.*

*The decade also brought laminated pills — which we now think of as timed-release — which had multiple layers of various active and inactive ingredients.*



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