

What's Happening

at Maine Medical Center



March 2010 | VOLUME 43, NUMBER 3

New Ad Campaign Features Cancer Institute

A new series of ads for the Maine Medical Center Cancer Institute (MMCCI) tells the story of our care, the hope we give, as well as the strength and courage of our patients.

The television, radio, and newspaper ads build on MMC's "Centered Around You" message, with themes such as "Cancer doesn't know your name, but we do".

The newspaper campaign introduces readers to five patients, including artist Geoff Herguth (pictured, right). The five cancer survivors are also featured in a radio ad, and one of the three television commercials.

A second television ad focuses on MMCCI's multi-disciplinary team approach, as a single camera shot moves through the Cancer Institute's hallways, around staff and patients.

The final television ad offers a more clinical perspective, with an image of a cancer cell that

Our patients have more than just cancer. They have hope.

Building art through metal, creativity is in Geoff Herguth's bones. When he found out cancer was in his prostate, Geoff trusted his care to the Maine Medical Center Cancer Institute. After working together with some of our team of cancer specialists, Geoff has never looked back. Except maybe to admire the view of his latest creation. To learn more, call 1-877-831-2129.

Maine Medical Center
Cancer Institute
centered around you

www.mmc.org/cancerinstitute
A MaineHealth Member

grows and then fades away, as a narrator tells viewers "There are over 100 different types of cancer, and no one in Maine is better prepared to fight every one of them."

MMCCI's Nurse Navigator program, which helps guide patients and families through their care, is the subject of the second radio ad. The disease-specific Navigator program debuted last year, and is the only one of its kind in the state.

"Treating cancer requires both expertise and compassion, and the goal of this advertising campaign is to show that we excel at both," says Barbara Grillo, Director of the Cancer Institute.

The ad campaign runs through the end of the year.

In This Issue:

President's Message	2
Getting To Know...	3
Radiothon Results	4
7 Ways to Eat Healthier	5
MMC, Singapore Team Discuss Antibiotics	6
Play Ball!	7
Raising Readers Celebrates 10 Years	8
Marketplace	10
People	11
Looking Back	12


Maine Medical Center
MaineHealth

centered around you

www.mmc.org

President's Message



Hospitals in the Headlines

I know that many of you have recently read in the newspaper, heard on the radio, or seen a report on television regarding the cutbacks at some of Maine's hospitals. This most recent round of cutbacks is on the

heels of reductions that some Maine hospitals put in place last year as they prepared their budgets. These are very challenging times, and some hospitals have had to cutback or eliminate programs, change their hours of operation for some services or, in some cases, eliminate staff positions. The most recent hospital in the headlines has been Mercy.

Maine Medical Center is not immune to the forces affecting the health care industry today. The negative impact of the economy and the resultant loss of jobs — and loss of health insurance for some people — impacts us all. This means that people are either delaying, or forgoing elective procedures, and our charity care and bad debt numbers are up. Throughout the industry, statistics indicate that inpatient volumes are not at the levels we have seen in the past. Yes, there has been some shift to outpatient care, but that increase in outpatient volume has not made up for the loss of revenue on the inpatient side.

At Maine Medical Center, we are constantly looking at inpatient and outpatient volume statistics (and many others) to get a sense of what may lie ahead. We have traditionally been a conservative organization in our planning and budgeting and that conservative nature has served us well.

Our recent history and track record as an organization has shown that we have not resorted to the elimination of staff positions as others have done. And at this time, there are no indications that we will need to conduct a layoff. While there is no guarantee that layoffs won't be necessary in the future, I can tell you that we have no plans for layoffs at this time. Here are some examples of what we are doing to preserve employment and respond to today's challenges.

We have in the past, and will continue to, eliminate overtime when warranted. We are staffing our inpatient units according to inpatient volume — which means we're not calling in per diem staff when not needed. We are constantly justifying (and re-justifying) new hires; many times putting those new hires on hold to encourage internal transfers. The nurse staffing office is re-aligning the float pool with pre-planned absences. And, our Human Resources (HR) department, working with divisional vice presidents, is proactively analyzing all open positions to identify those that can be put on hold. In addition, over the next few weeks, HR will begin to post available positions internally first, before recruiting externally. In short, we're doing all we can to preserve employment during some very difficult and challenging times.

I want you to know that the senior leadership team at Maine Medical Center is constantly searching for ways to continue to improve the quality of care delivered to our patients and reduce the costs of that care. It's what is expected of us, and we will continue to meet that challenge. As we do, we must discover, and remain open to, new ways of caring for our patients that will result in the best patient outcomes.

As we prepare the budget for FY11, we will keep an open and honest dialogue of the factors that affect our industry and the medical center, and we pledge to keep you well informed along the way.

As always, if you have any questions, please don't hesitate to contact your supervisor, manager, or director.

Maine Medical Center is continually recognized as the leading health care provider in the state and we've established a national reputation for quality due in no small part to your hard work and dedication to our patients. Thank you for your continued support of Maine Medical Center.

Respectfully,

A handwritten signature in black ink, appearing to read 'R. Petersen'.

Richard W. Petersen

President and Chief Executive Officer

Getting to know . . .

April Hothersall



Position:

Registered Nurse

Years at MMC:

Six

What does your job entail?

I am an oncology certified registered nurse on the Gibson Pavilion.

What people may not know is that:

I love football and yes, the Patriots are my favorite team. I watch all year round from the combine (similar to tryouts) to the big game. I am also an independent Beachbody Coach that helps people with their health and fitness goals. Through this I have lost over 50 pounds and have gone from a size 24-26 to a size 10-12.

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

I would like to have lunch with normal, everyday people because I find them fascinating. I am not really impressed with titles or status; it's the normal people that amaze me. However if (New England Patriots receiver) Wes Welker is available to come have lunch on our unit and meet some of our awesome patients, that would be cool too.

I love working at MMC because:

Ever since I was a young girl I wanted to be a nurse. I even tried it out as a volunteer when I was in middle school, but wasn't ready for it. When I got older I prayed for guidance and landed on the Gibson Pavilion. Even though our unit has gone through a lot of changes over the last few years I enjoy the challenge and the people I work with are outstanding! Our patients have taught me more about life then you could ever imagine. I consider myself the luckiest person to have met and gotten to know them.

April 26 - 30 is Employee Appreciation Week. See next month's issue of *What's Happening* for details.

Colorectal Cancer Awareness Month Brings Information, Options

March is Colorectal Cancer Awareness Month, and the Maine Medical Center Cancer Institute wants to share new information about screening for this common, but treatable, cancer.

Colorectal cancer is the second leading cause of cancer deaths in Maine. The good news is that screening can reduce colorectal cancer by 70 - 90 percent by removing all pre-cancerous growths. The earlier colon cancer is found, the better the chance of beating the disease.

Colorectal cancer often has no symptoms. That's why early screening is so important.

If you or your family is enrolled in the MaineHealth health plan, preventive colorectal cancer screening is covered at 100 percent, so you have no out of pocket expenses. And a screenings also help you receive a WOW! Rewards health premium.

How can I learn more about Colorectal Cancer?

- Contact the MaineHealth Learning Resource Center, 885-8570
- Centers for Disease Control and Prevention www.cdc.gov/cancer

Radiothon Raises \$179,570

THANKS TO ALL
who participated in this year's
Cares for Kids Radiothon, a fundraiser that benefits
The Barbara Bush Children's Hospital
(BBCH) at MMC.



Two radio stations — 107.5 Frank FM and 99.9 The Wolf — broadcast live from the Atrium on the Inpatient unit. Leif Erickson, from 107.5 Frank FM, was one of the DJs who helped raise funds.



Volunteers staffed the phone bank, answering calls from donors.



Amy Ryan from 99.9 The Wolf says "Participating in the Radiothon is amazing because I get to see first hand what it means to the kids and where the donations go to!"



BBCH patient Calab Withey works on a human anatomy puzzle with the help of some students from the — University of New England College of Osteopathic Medicine.

The event again set a record for money raised, topping last year's mark by nearly \$7,000.

7 Ways to Eat Healthier

In recognition of National Nutrition Month, we asked Nutrition Services' Kathy Halpin, RD, to provide a few tips to start us down the road to healthier eating.



- 1. It's about moderation, not elimination.**
You don't have to give up your favorite foods, just pay attention to how much you eat them and how often.
- 2. Pay attention to portion size.**
For example, a serving of meat, pork, or chicken is about the size of a deck of cards.
- 3. Read labels.**
Look at calories, sugars, salt, and servings per container.
- 4. Focus on the long-term.**
Rather than think about losing weight for your daughter's summer wedding, think about adopting a healthy lifestyle.
- 5. Think tortoise, not hare.**
If you want to lose weight, shoot for a pound or two a week. Generally, cutting 500 calories a day equates to a pound a week.
- 6. Get moving.**
Regardless of your personal goal, combining good nutrition and exercise is the best way to get there. Start small — try to do something active every day, whether it's taking a flight of stairs or walking around the block. And there's strength in numbers, so find a friend to team up with.
- 7. Ask for help.**
Questions? Speak with a member of our staff. We're here to help.

Clowning Around

Zeke Bryant, a patient at The Barbara Bush Children's Hospital, learns to spin a basketball on his finger from "Hot Shot" Branch, a member of the Globetrotters. The popular team was in town and Hot Shot stopped by the Inpatient Unit for a visit.



MMC, Singapore Team Discuss Antibiotics

Rob Owens, PharmD (left), and Patti Stogsdill, MD (right), chat with a group of visitors from Singapore at the MMC History Wall. The four travelers — two physicians and two pharmacists — are part of the Singapore Antimicrobial



Stewardship Program (ASP), and visited three US hospitals to learn more about how we manage our antibiotic usage. Owens serves on the group that published the only national guidelines on the topic. MMC was recommended to the Singapore group by a number of colleagues from around the states.

The three-day visit included tours of the MMC Pharmacy and nursing units. "Most important, were discussions with the end-users of MMC's ASP, and the team members themselves, as well as seeing what they do," says Owens. He'll be meeting with the Ministry of Health in Singapore this summer, after which, the first country-wide ASP will be rolled out, using templates derived from MMC and two other hospitals in the US.

MMC now offers a postgraduate pharmacy specialty training program in antimicrobial stewardship, in addition to the infectious diseases physician fellowship program.

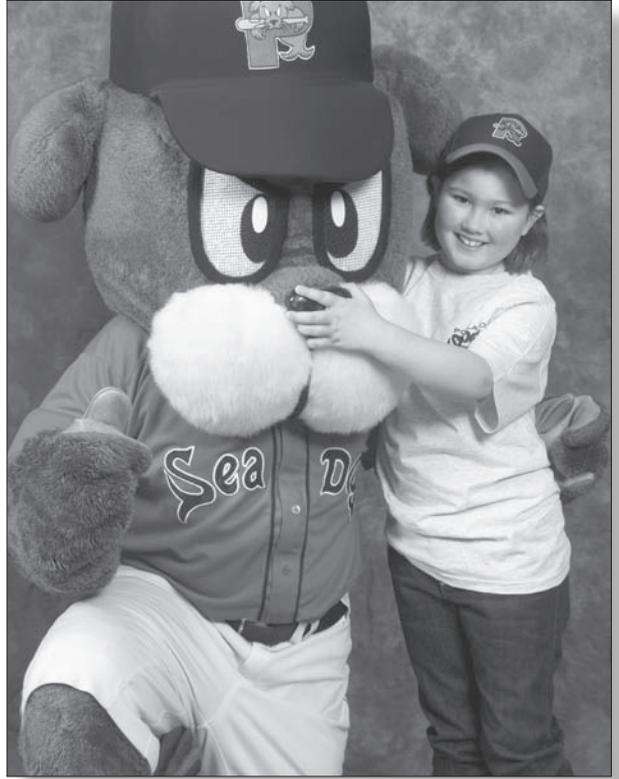
Play Ball!

Neve Cawley poses with Slugger, the mascot of the Portland Sea Dogs. Neve is Slugger's Kid for 2010, and will serve as an ambassador for the TD Bank Strike Out Cancer in Kids program, a fundraising effort that benefits the Maine Children's Cancer Program (MCCP).

You'll see her in public service announcements, on the screen at Hadlock Field, and more. Neve is also one of the patients featured in the MMC Cancer Institute ad campaign (see story page 1).

Neve was diagnosed with Acute Lymphocytic Leukemia (ALL) in September 2007. She spent time at both MCCP and The Barbara Bush Children's Hospital inpatient unit. In addition to the planned treatments, Neve received over 20 blood transfusions, and had numerous visits to the ER and hospital stays, primarily to treat fever and infections with IV antibiotics.

Neve finished treatment in December, after more than two years. She'll be monitored by the team at MCCP for some time, and we are very optimistic about her health.



That's a Stretch

Exercise programs that combine a warm-up with stretching help prevent serious injuries. MMC's Sports Medicine Program has produced a *How-to Guide: Stretching tips from the Pros* to help patients stay healthy. The guide contains 12 stretches that can be done anywhere, and folds neatly down to the size of a credit card. The content was developed by William Dexter, MD, Director of the Sports Medicine Program. In addition to sharing with Sports Medicine patients, we're looking into distributing the guides at local sporting events.



Raising Readers Celebrates 10 Years and 1.3 Million Books

Maine Governor John Baldacci has proclaimed March “Raising Readers Month”, in recognition of the program’s 10th anniversary.



Every baby born in Maine receives a bag of new, high-quality books before leaving the hospital, along with reading tips designed to help new parents. At each annual checkup, children receive a beautiful hardcover book — many by Maine authors and illustrators — selected by child development and literacy experts. By the time children “graduate” from Raising Readers at age 5, they have a library of 12 books.

Since its inception in 2000, Raising Readers has distributed 1.3 million books to more than 166,000 children. The program serves 70,000 children annually, with help from 329 health centers, 29 hospitals and six birthing centers across Maine.

“For many Maine families, Raising Readers books are the only books in the home,” says Deborah Deatrick, MPH, Vice President of Community Health at MaineHealth. “Studies show that reading aloud to a child from birth helps the child learn the early literacy skills he needs to be ‘ready to learn’ when entering kindergarten.”

The Barbara Bush Children’s Hospital at Maine Medical Center, MaineHealth, and Eastern Maine Healthcare Systems collaborate to make the program possible. For more information, visit Raising Readers at www.raisingreaders.org.



Maine’s first lady, Karen Baldacci, reads to children.

February Anniversaries



Marlene Cook,
Patient Accounts, 45 Years



April Libby, Health
Information Management
25 Years

45 Years

Marlene Cook, Patient Accounts

35 Years

Ruth Kimball, Post Anesthesia Care

30 Years

Gail Chop, Post Anesthesia Care
Maxey Hevey, Newborn Nursery
Linda Hurley, Pediatrics/BBCH
Catherine Langella-White, Cardiothoracic ICU
K McCarthy, Anesthesia, Pain Management
Robin Pratt-Pooler, Operating Room

25 Years

Beth Bejcek, Childbirth Education Program
Linda Fenton, Post Anesthesia Care
Ralph Hughes, Cardiac Services
Amy Hyland, Operating Room
April Libby, Health Information Management

20 Years

Christopher Baby, Audio Visual
Laurie Caiazzo, Diagnostic Salary
George Dreher, Family Medicine
Marilyn Gilmore, CICU
Jane Kane, Emergency Department
Elizabeth Largey, Psychiatric Adult Outpatient
Donna MacWilliams, Emergency Department
Nursing
Patricia Martin, Pulmonary Medicine
Nancy Raymond, Operating Room

15 Years

Deborah Baker, Diagnostic
Romana Chawlowska, Diagnostic
Paul Fedorczyk, Information Services
Sandra Finley, ASU
Stephanie Jackson, Pharmacy
Bridget Pettis, Admitting
Victoria Rogers, Pediatrics
Valerie White, Nursing Floats

10 Years

Janet Cowen, Library
Heather Darling, Central Supply
Donna Delgizzi, Nutrition Services
Jacqueline DeSaint, Employee Relations
Sarah DiMauro, Maine Transplant Program
Dawne-Marie Dunbar, Operating Room
Genevieve Gardner, Psychiatry Central Service
Patricia Johnson, Cardiac Services
Robyn LaMarre, R3
Jo Linder, Emergency Department
Sondra Pinkos, Central Supply
Nathan Wood, Ultrasound Salary

5 Years

Cynthia Ashford, Radiation Therapy
Steven Blessington, Emergency Department
Courtney Flynn, Emergency Department Nursing
Nancy Fortier, Radiation
Brenda Gile, Information Services
Malvina Gregory, Interpreter/Cross Cultural
Services
Susan Grondin, Family Medicine
Jennifer Hackett, R1
Cynthia Hallett, R3
Eric Higgins, Information Services
Stephanie Kessler, Pediatrics/BBCH
Shelley Larain, Psych Adult O/P
Chandra Mello, Scarborough Surgery Center
Katrina Melvin, R1
Wendy Nadeau-Wagnis, Psychiatry
Aaron Odom, Radiation Therapy
Sara Pardi, Operating Room
Se Jong Park, Operating Room
Phyllis Patterson, Radiation
Ilka Pinz, MMCRI
Lynn Reid, Breast Care Center
Brenton Rioux, Operating Room
Thomas Robinson, Central Supply
Dania Strong, P6
Nicholas Trepanier, Distribution

Marketplace

Marketplace provides a forum for MMC employees to connect and exchange goods or services. It is intended for the use of Maine Medical Center employees, as well as those in the MaineHealth system. To place an ad in Marketplace, email marketplace@mmc.org.

FOR SALE

Brand new contemporary leather couch: Paid \$500. asking \$400. 883-9419.

19,500 miles, '07 VW Beetle, automatic, leather interior, CD player, power windows, VW rubber mats, still has manufacturer warranty, excellent condition. Owned by non-smoker and clean car fanatic! 272-8561 or smithd8@mmc.org.

Bruins Tickets - 3 season tickets, Good seats, for info, 934-8038.

2006 Mercedes-Benz E350, Exc. cond., 47000 miles, power everything, heated seats, loaded, exc. car, \$24000. 671-4993.

FOR RENT

Brackett St. 2 BR apt. 2 1/2 blocks from MMC on Brackett St. All utilities included. 831-9815 or chiplawrence@netzero.com subject: Apartment.

Westbrook 1-st floor: 2 BR apt. All new & all utilities are included. N/P. 272-8190.

2 BR apt, Spacious LR, DR, full K w/DW, Hdwd., private deck, off street parking, exc. location just a block from Eastern Prom. \$1200 Heat included. Available 4/1/10. 650-1125.

48 William Street, Portland: 3 BRs, LR, DR, lg dine-in K., full BA, den. Loads of closet space. N/P N/S. The rent is \$1200.\mo. + util. 774-5028. Now available.

54 State Street, Large 1 BR apartment with a brand new eat in K. H/HW & gas included. \$895. 775-2325 ext 211.

1 BR apt, open concept, high ceilings. Available 5/1/10. This high end, private unit features all new app., in unit W/D, DW & garage pkg. 600 sq ft of space, fully equipped K, built in microwave. Close to the hospital. Monitor heater & energy efficient unit. \$1,100/mo. w/ water & sewer included. 838-0694 or sopaprental@aol.com.

ROOMMATE

West Falmouth: 2 BR home \$650/mo. Inc.: heat/hw, electricity, basic cable, and wireless internet! Garage pkg & w/d available. Prof. F, very easy to live with. Pets considered. kristinahoppe@yahoo.com.

Eastern Prom share two 45+, social, art loving women seek third to share spacious 3rd fl, 3br, 1 BA apt. right on the Prom w/balcony and full view of the bay. \$600 includes heat and water. NS NP. Security required. 773-9094.

REAL ESTATE FOR SALE

Clearwater Florida: Clean & neat 1 BR mobile home sleeps 4 (+) in small mobile hm. pk. Club house, heated pool, minutes from Clearwater beach. Just move in, great vac/retire. retreat. E-Z shuttle from Tampa airport. \$2000. furnished w/mo. lot fee \$450. to Park MGT, age 55+ . 767-4558.

Hollis: Three BR cape with farmer's porch. 1344 sq ft. Two acres land with beautiful landscaping and 14' x 20' deck. \$189,900. 727-6321 or demerm1@mmc.org.

Topsham: Beautiful condo for adults over 55 in convenient location to shopping, I-295, and 30 minutes to Portland/MMC. Built in 2006, this is a 2 BR, 2 BA open concept living room, kitchen, dining area and bright 4 -season sunroom. Totally finished basement with a '50's diner' family room, walk-in closet, workshop and office. Many other amenities/incentives. Beautifully landscaped on 3 acres of wooded common land. Very low condo fees. Sellers very motivated to sell. 353-8888.

ST/SEASONAL RENTAL

Skiers, Sunday River winter getaway, Bethel Maine. 5 ml. to skiing, x-cross country, etc. heated outdoor swimming pool, 2-BR condo available for rent: weekends, weekly, or monthly. 712-6661 or suziecurves@myfairpoint.net for more information and rates.

SERVICE

Homestead Hairstyling 1129 Broadway SO. Portland. 799-2255. Very reasonable rates!!

Mulkern's Property Services. For those jobs that never seem to get done; carpentry, landscaping, painting, and more. Throughout the Greater Portland area. Satisfaction guaranteed. Paul at 632-7467 or paulmulkern@yahoo.com.

Note: Beginning in April, Marketplace will be available only online. The website will be updated weekly, giving buyers much quicker access to sellers' ads. To access the online version, click "Shopping" in the left-hand column of the MMC intranet, then select "Marketplace".

People



Mary Morris, MSOT,
OTR/L

Mary Morris, MSOT, OTR/L, has been promoted to Occupational Therapist Level 3. Morris has been with MMC for 10 years, and currently works in the PIER Program.

Kate Sawyer has been promoted to Nurse Manager of The Barbara Bush Children's Hospital Inpatient Unit. Sawyer was previously a Pediatric Nurse at the Unit. She joined the hospital in 1999 as a CNA on R3.

Joe Donahue was honored with The Symantec Visionary Award for innovation, execution, and thought leadership. Donahue, a Storage Backup Administrator in Information Services, was recognized at a national level for his work deploying Symantec Enterprise Backup solutions here at MMC.



Kate Sawyer

Thomas Downing has joined MMC as Director of the Lifeline Workplace Health Program. Downing served as Executive Director of the Lifeline program at University of Southern Maine for 21 years.

Jefferson Howe has assumed the role of Interim Director of Health Information Management (HIM). Howe has been a Health Information Manager for 12 years at MMC.

Janet Bentz has assumed the role of Interim Privacy & Security Officer. Bentz has been with the organization for four years and is certified in privacy and security compliance.



Thomas Downing

The following surgical technologists graduated from MMC's School of Surgical Technology in February:

Peter Berube

Meghan Lyons

Kari Turgeon

Michael Chandler

Heather McInnis

Zoe Underhill

Linwood Dumeny

Christiane Mitchell

Lauren Wache

William Dunn

Nancy Nally

Kristine Wescott

Shavonne Howes

Christopher Parnell

Steven Wiehl

Jennifer Keef

Bradford Roberts

Jane Cleaves, a cardiac nurse on R7 and long-time American Heart Association (AHA) volunteer, received the TD Bank "Homecourt Hero" award at a Maine Red Claws game. TD Bank's Bill Ryan, Jr. (pictured with Jane, right) presented Cleaves with this award at a special Go Red For Women night to raise awareness of women and heart disease. Cleaves has served on the AHA's local Board of Directors since its inception and raises awareness and funds for the AHA through events such as National Wear Red Day, the Go Red Luncheon, the Heart Ball and the Heart Walk. "Whether she is caring for her patients, gathering Heart Walk teams at the hospital, serving on an event auction committee or advocating for heart-health legislation, she never seems to run out of energy and passion. She even trains the Heart Association staff and board members in CPR to keep everyone certified and ready to save lives," says Carrie Fortino, Executive Director for the AHA in Maine.



Look for Employee Engagement Survey March 29

Maine Medical Center, along with other members of the MaineHealth family, is conducting a new survey to help understand how the hospital can improve your work environment and make your job more enjoyable.

The online survey will be available from March 29 to April 16. It will take approximately 15 minutes to complete, and all responses are confidential.

MMC employees are critical to the hospital's success, as your daily activities have a profound impact on care quality and patient outcomes.

The goal of the survey is to better understand how MMC can improve your current working conditions. We want to provide you with the tools you need to succeed in your daily activities, whether that means increased professional growth opportunities, a greater sense of autonomy or additional performance feedback.

Speak with your supervisor, manager, or director if you have questions.

Looking Back . . .

Great Blizzard of 1952



Photo courtesy Maine Medical Center Archives

Maine General Hospital (MGH) was running with a skeleton crew following a blizzard in February 1952. Hospital Director Donald Rosenberger, seen here braving the deep drifts with his faithful companion, circulated through the departments to ensure that crucial staffing needs were met.

Skis and snowshoes were the most reliable forms of transportation for physicians and employees able to get to work. Members of the staff gave many extra hours to maintain the tradition of care here at MGH.

An Administrative Assistant served up food in the kitchen and the Director of Volunteers did a stint in the Admitting Office. People not associated with MGH offered their services in the kitchens and engineering department. The City Manager, Lyman Moore, oversaw the delivery of food and heating oil, as well as transport of emergency patients.

– From an account by Pearl Bachelder, Director of Volunteers.



centered around you

22 Bramhall Street
Portland, ME 04102-3175

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
Editor: John Lamb