

What's Happening



FEBRUARY 2007 | VOLUME 40, NUMBER 2

It's time to tell our story: "Centered around you"

"Tell me a story." It's the best way to help someone understand a complicated issue, or why something is the way it is. It's how we learn, even as children, about the world around us. Whether it's our parents or our teachers or

someone representing a cause or an organization, a story is the best way to help us understand.

Hospitals have stories to tell, too. Maine Medical Center's

OUR STORY CONTINUED ON PAGE 7

Brand examination leads to new approach

This "brand" campaign and all that goes with it – including the new design of *What's Happening* – is the result of a year-long series of discussions involving leaders from all parts of the MMC family. We worked with an external consultant, because it was important to have objective people translating our beliefs and attitudes into the language of branding.

What is a brand? A brand can be described in many ways. At its heart, it is a set of promises that is recognized and believed by the audience. It allows people to understand who we are and what we do. It helps people consider us as an option when they need care. It is "shorthand" for everything we stand for. The more recognizable and trusted the brand, the better.

The advertisements will be the most obvious products of our discussions, but they're only part of the results. You will begin to see that all MMC's publications are composed of the same colors and typefaces. You'll hear a certain "tone of voice" in our formal communications. You'll see and hear about MMC more often in the community, as we become more assertive in telling our story.

Thank you for giving MMC such a great story to tell! ■

West named VP of Human Resources

Judith M. West, MS, has been named Vice President of Human Resources at Maine Medical



Center. West comes to MMC from Englewood Hospital and Medical Center in Englewood, New Jersey, where she has been Vice President of Human Resources. Previously, she was Vice President of Human Resources & Administrative Services at The Westerly Hospital in Westerly, Rhode Island, and prior to that held several positions at Resource International Employee Assistance Services in Warwick, Rhode Island.

"The senior Human Resources officer is a critically important role at Maine Medical

JUDITH WEST CONTINUED ON PAGE 11


Maine Medical Center
centered around you

www.mmc.org

Second Annual Radiothon Scheduled to Benefit BBCH

Plans are now underway for the second annual 107.5 Frank FM Cares for Kids Radiothon presented by Rowe Westbrook. Mark your calendar for March 22, 23, and 24 as 107.5 Frank FM's disk jockeys spin classic rock hits and share stories about some of the kids who have been cared for at The Barbara Bush Children's Hospital at Maine Medical Center.

This year, there's another way for you to participate by becoming a Change Agent. As a Change Agent, you'll receive the tools you need to round up change from your friends, family, and coworkers. You can even collect donations with an easy-to-use website personalized by you. Donations collected by Change Agents will add to the total raised by the Radiothon, and 100% will go to benefit pediatric services and equipment at The Barbara Bush Children's Hospital.

For more information, please call 662-2243. ■

Focusing on Partnerships with Patients

These sessions are open to all MMC staff members, patients, families, and the general public. Hope to see you there!

In recognition of National Patient Safety Month this March, Maine Medical Center has scheduled a series of events under the theme "Partnerships in Patient Care: Enhancing the ability of clinicians to include patients/families in care".

On Friday, March 2, the events will kick off with a Schwartz Rounds presentation in Dana Classroom 7 covering local activities and a discussion about wellness expectations and health management from both the employee and employer perspectives. During the

week of March 12–16, a variety of public displays in the Admitting Lobby will demonstrate how clinicians can involve patients and families in their care.

On March 15, Thomas R. Kimball, MD, Professor of Pediatrics, University of Cincinnati College of Medicine will lead a combined Medicine and Pediatric Grand Rounds in the Dana Auditorium from 9-10 a.m. His keynote address will be: "Would House Ever Practice Family-Centered Care? The Evolution of Clinicians". Doug Salvador, MD, MMC's Associate Chief Medical Officer and Patient Safety Officer, will discuss the physician's role in partnering with patients during the OB/

PATIENT SAFETY CONTINUED ON PAGE 4



MMC's new Scarborough Surgical Center (SSC) is taking shape ahead of schedule. The SSC is now on track to open in August or September of this year. It will house 10 operating rooms, six overnight beds, and 31 pre-post patient rooms. At a total of 58,000 square feet, it will be one of the largest free-standing surgical centers on the East coast. After the SSC opens, staff, patients and visitors can dine in the new cafeteria, which will be filled with natural light from the wall of windows, shown above.

MMC and USM Agree to Move Research Beyond the Lab

Maine Medical Center and the University of Southern Maine have signed an "Inter-Institutional Agreement," committing the two organizations to contribute to commercializing the result of their collaborative research. Although the result of their research, which could lead to new diagnostic tests for cancer, is still far from a commercial product, the agreement provides a legal framework for moving beyond the laboratory.

"This agreement marks the first time MMC and USM have formed such a contract for the purpose of technology licensing"

USM Professor of Immunology Ah-Kau Ng and Dr. Lucy Liaw of the Maine Medical Center Research Institute continue to conduct their research on osteopontin, a protein considered to be a biomarker of human cancers. So far the researchers have developed a series of monoclonal antibodies, which bind osteopontin, and may help to provide a prognosis for various types of human cancer. Earlier this year, the two completed a written description of their invention entitled

"Monoclonal Antibodies Against Osteopontin." The description was used to file a patent application, which covers the technology.

Graduate students in USM's Department of Applied Medical Sciences participated in the research. Applied Medical Sciences focuses on the study of immunology, molecular biology, genetics, toxicology, and epidemiology. The curriculum is offered in collaboration with the biotechnology industry, and with research organizations such as the Foundation for Blood Research and the Maine Medical Center Research Institute.

"This agreement marks the first time MMC and USM have formed such a contract for the purpose of technology licensing," said Leonard Agneta, a registered patent attorney and director of the Maine Patent Program, which is housed in the University of Maine School of Law at USM. The Maine Legislature established the program to support economic development by helping Maine inventors identify and protect their intellectual property.

"While commercial application of this knowledge may be well down the road, this is an important step," says MMC President and Chief

MMC AND USM CONTINUED ON PAGE 4

2007 Employee Satisfaction Survey is Here!

Throughout this month, you'll have the opportunity to speak from your heart and mind! Until March 7, all employees will be asked to take about 20 minutes to complete the Avatar Employee Satisfaction Survey online. Employees will be able to take the survey on any of MMC's existing PCs or at one of the additional PC stations that will be made available, including the Library and the Impressions Café.

Survey responses will be completely confidential. Results will be sent directly to Avatar International, the same independent surveying company that handles our patient satisfaction surveys.

This is our chance to identify things that are working well in the workplace, as well as areas that need improvement.

100% participation is our goal! This includes all shifts on all campuses. Details about special incentives for participation will be announced soon.

What we think does matter. After all, *we are MMC!* ■

Volunteers Needed

Maine Center for Reproductive Health is conducting a study comparing birth control pills with birth control patches in women with polycystic ovarian syndrome or PCOS. If you qualify you will receive PCOS evaluation and education as well as six months of contraception at no cost. You will also be compensated for your time.

If you are interested and have a diagnosis of PCOS, that is infrequent or no menses with excess facial hair and weigh less than 220 pounds, please call the Center for Reproductive Health, an affiliate of Maine Medical Center, at 885-8203. ■

MMC AND USM FROM PAGE 3

Executive Officer Vincent S. Conti. "It advances both our partnership and our mission of improving health care."

The joint agreement provides that the invention will be administered and commercialized by Maine Medical Center on behalf of both parties. MMC is seeking qualified licensees. To date, there have been several discussions with potential commercial partners about developing particular applications of the technology. ■



Shown with Charlie Papa, *right*, Director, Environmental, Linen, Security, Switchboard, Parking, and Outside Services are this year's Environmental Services Employees of the Year. From left: Ron Reynolds, Security Services; Anna Pizer, Environmental Services; Chhoeurth Phin, Linen Services.

PATIENT SAFETY FROM PAGE 2

GYN Grand Rounds in Dana 7 on March 16.

Other learning opportunities include a series of "Brown Bag" presentations that will run throughout the month. (Feel free to bring your own lunch.) If you attend at least five of these "Brown Bag" presentations and sign the attendance sheet, you will be entered into a drawing for a free iPod! Samples of these lunch sessions include a 20-minute video presentation, "Beyond the White Coat and the Johnny: What makes for a compassionate Patient-Caregiver Relationship?" followed by an

open discussion. There will also be lunch-and-learns on the R1 Patient Empowerment Program; hand hygiene; R7's experience including patients on rounds, and a panel discussion titled, "How are we Doing? A Multi-Pronged Approach to the Development of a Falls Prevention Program at MMC", plus many more.

A complete list of the scheduled activities is available on the Intranet homepage, under "What's New at MMC". For more information, please contact Joyce Mendoza, 662-3551. ■

Spring Harbor Hospital Receives \$1 Million Gift

The Spring Harbor Hospital Board of Trustees has announced the establishment of the Glickman Family Center for Child and Adolescent Psychiatry at Spring Harbor Hospital. Made possible through a \$1 million gift from Judith and Albert Glickman of Cape Elizabeth, the Center includes the hospital's first endowed

will provide leadership to the nation's most promising research in preventing the onset of serious mental illness in youth at risk of schizophrenia (the Portland Identification and Early Referral Program); Maine's only inpatient treatment program for youth with both developmental disorders and mental illness; and the state's only gender-specific hospital services for young people with mental illness and co-occurring (psychiatric and substance) disorders.

The Glickman family's donation to Spring Harbor also establishes an annual lecture series named for Girard E. Robinson, MD, who is the chief of psychiatry at both Spring Harbor and Maine Medical Center. The Girard E. Robinson, MD, Symposium will be the region's most authoritative on the practice of child and adolescent psychiatry, drawing top professionals from both the Glickman Family Center for Child and Adolescent Psychiatry at Spring Harbor Hospital and other national centers of excellence in youth psychiatry. ■

The donation is the largest ever received by Spring Harbor.

medical chair and an annual youth psychiatry symposium.

The donation is the largest ever received by Spring Harbor. It furthers the hospital's commitment to deliver the most supportive, innovative mental health services to children and families in Maine.

The gift establishes an endowed chair for the newly named Glickman Family Center for Child and Adolescent Psychiatry at Spring Harbor Hospital. The chair will guide the development of what is already the most comprehensive array of treatment, physician-training, and research programs in youth psychiatry north of Boston. The position also

MMC Honored by Portland Police Department

Late last month, Maine Medical Center received the Citizen Award for working with the Portland Police Department to install a transmitter on the roof of the hospital's L.L. Bean Building. The new transmitter has given the police department a greater range of radio contact coverage, and improved the reliability and ability to communicate with the dispatch office. Daryl Cook, Information Services, accepted the award on MMC's behalf. ■

Save the Date!

Southern Maine Annual Heart Walk

May 20, 2007
Back Cove, Baxter Boulevard
8:30 a.m. to Noon

Please join the MMC team to walk in support of research, professional and public education, community service initiatives, and to honor survivors of heart disease. If you're interested in becoming a team captain for MMC, please contact Jane Cleaves, RN, cleavj@mmc.org. ■

SCM eMAR Orientation Sessions

In an effort to educate all stakeholders about what the March 4 activation of the SCM eMAR and Pharmacy Information System will be like, Information Services and Nursing Informatics will be holding "Open Sessions" to help answer your questions and address your concerns. Below are the remaining dates, times, and locations of these sessions. All employees with questions are encouraged to stop by so we can do our best to make this a smooth transition. If you have any questions, please e-mail Matt Coro at corom@mmc.org.

Remaining open sessions:

February 26, from 4-5 p.m.,
Doctor's Dining Room
March 2, from 7-8 a.m., Dana
Classroom #9 ■



PC Trainer, Claralee Street, *top*, has served as an eMAR Champion in the switch from in charting medications, IVs, and blood in SCM to a new system called "eMAR". Here, Street orients a room full of clinicians to the new program, helping to ease them in the transition.

eMAR Transition Champions

On March 4, MMC will be moving to a new way of charting medications, IVs, and blood in Sunrise Clinical Manager (SCM), using what's known as eMAR. To date, there are a total of 120 nurses who have assumed the important role of eMAR Champion on their unit. These Champions are the first group to have attended training courses and reviewed e-learning material to prepare for this effort.

eMAR Champions continue to:

- attend weekly review sessions to gain hands-on experience,
- encourage their colleagues to register for class and complete e-learning courses,
- conduct demos on their unit

using a training database developed just for them,

- help physicians and nurses to add new tools to their SCM toolbar,
- become familiar with the resources available to get answers to questions, and,
- be a key contact on the unit as we make this transition from charting in MIS to SCM.

In addition, after March 4, there will be a need for any SCM pharmacy filters to be deleted and re-created. We will rely on eMAR Champions to help others with this step. We salute our eMAR Champions! Thank you! ■

story is long, more than 120 years old. It's also a big story. So many things happen here, so many people work here and come here for care. How in the world can we tell our story?

We need to tell our story in "shorthand", in symbols and pictures. In order for the public, and even for us, to understand Maine Medical Center, we have to tell our story in the most powerful but shortest way possible. Everything has to work together: words, pictures, messages. Even our "tone of voice" is important.

On February 19, we began to tell our story in some new ways and tell it more publicly and more often. There are three television advertisements running right now on local stations, each of which tells the MMC story in a different way. How much can you tell in just 30 seconds? Quite a bit, as it turns out.

One of the ads shows a patient's journey out of the hospital, passing scenes with staff and employees on her way to the door. As she travels, we hear a voice speaking poetically about the way MMC pursues its mission:

"To provide comfort, as well as confidence, tenderness as well as technology, compassion as well as care. To teach as well as touch, to feel safe as well as sound, to hear laughter as well as heartbeats."

Another ad begins with a rapid-fire series of images of our 64-slice CT scanner. Screens and switches and images fly past while a voice says "Maine Medical Center has some of the most technologically advanced diagnostic equipment in the country." Then: "But nothing will ever take the place of this instrument". The rapid pace stops as the camera shows a tightly framed ear. The camera pans out to reveal that the ear belongs to a doctor, as the voice says "This combination of tenderness and technology is why Maine Medical Center has been named the fourth safest hospital in the country."

In the third ad, words appear on an empty screen and begin to form the shape of a building. The words are about recognitions MMC has received, such as Magnet Recognition and high ratings from HealthGrades. As more and more words enter, and the shape of MMC becomes more clear, the voice says "Somehow, by making our patients the center of our attention, we've become the center of attention."

Each of these ads tells a story. It's a story about a hospital where dedicated and talented people use technology and compassion every day, for only one reason: to provide the best care for our patients.

Each ad ends with the new MMC tagline: "centered around you". These three words capture both what we do and what we aspire

to do even better. They are about each and every one of us, whether we're providing direct care or making it possible for direct caregivers to do their work. This is a promise that begins at the front door and stays with the patient until they leave, and often beyond. It is what Safe Patient and Family Centered Care is all about.

There are print advertisements as well. One is a version of the "ear" TV ad, another is built around the final image in the "center of attention" TV ad. A third shows a child looking into a doctor's ear, with text that invites the reader to give us the same thorough examination that they expect from us.

Why are we doing this now? MMC has been very "quiet" in a public sense for the past couple of years. We've listened as other hospitals have talked to the public, and now it's our turn to tell our story. It's important because we want the public to understand that MMC is a high quality hospital, and that we'll be there for them if they need it. If someone learns that they or a loved one must be hospitalized here, we want them to feel comfortable and confident about it. We're sharing our pride in Maine Medical Center and the work we all do here.

We're telling our story. Which is really your story. And our community's story.

Incidentally, the people in

Save the Date!

Honor Night 2007

Friday, June 1
Holiday Inn by the Bay
Festivities begin at 5 p.m. ■

Sick and Tired of Being Sick and Tired?

Do you have an ongoing health problem like asthma, diabetes, arthritis, fibromyalgia, or heart disease that leaves you feeling tired, frustrated, and with many limitations? If so, the Living Well program is for you! During this six-week program you'll learn how to manage your symptoms, lessen your frustration, fight fatigue, and make daily tasks easier. This program is a \$50 value and is free to all MaineHealth and MMC employees and family members. Don't forget to call about your WOW program voucher at 1.866.WOW.6090.

Mondays, March 5 - April 9,
2-4 p.m.

MaineHealth Learning
Resource Center - Scarborough

April and May 2007 classes
coming soon. Call for more
details, (866) WOW-6090. ■

3rd Annual Joann Groff Perioperative Symposium

The late Joann Groff was an inspiration to all nurses working in the perioperative setting. This half-day annual symposium is dedicated in her honor as we promote the expertise of perioperative nurses.

May 5, 2007

7:00 a.m. – 12:30 p.m.

MMC's Charles A. Dana Health Education Center
Free to MMC employees

\$30.00 registration fee for MaineHealth, Outreach Education Council, full-time students, or other RN's/allied health professionals. FMI: Gail Labbe RN, 662-2881 or paquel@mmc.org ■

5th Annual Perinatal Nursing Conference

Contemporary Issues in Perinatal Care: The Realities of
Addiction

June 4, 2007

0800-1600 hours

MMC's Charles A. Dana Health Education Center

FMI: Beth Turner, 662-2696 or turneb@mmc.org ■

Conversation Series about Memory Loss and Dementia

Thursdays, 6:30-8 p.m.

MMC's Charles A. Dana Health Education Center,
Classroom #9

Conversation 1 – March 29

An Overview of Memory Loss and Dementia

Conversation 2 – April 12

Communication and Challenging Behaviors

Conversation 3 – April 26

Partnering with Your Doctor

Conversation 4 – May 3

There is Help: Finding and Using Community Resources

FMI: (800) 660-2871 ■

HR Corner

2007 403(b) Contribution Limits

A reminder to all employees that the 403(b) contribution limit for 2007 has been increased to \$15,500. For employees age 50 and over, the limit has been extended to \$20,500. Now is the time to take advantage of both the current tax savings, and future deferred savings on your investments by increasing your contributions to the plan.

Employee Discount Update

Evest Lending – receive up to \$200 off closing costs. Contact: Jeff Hassis at 989-5626 x140 or 1-866-405-0591 x140, or by e-mail at jhassis@evestlending.com.

Shawnee Peak is offering discounted lift tickets and ski and snowboard rentals. You can also save more by going online to purchase lift tickets. Please contact Shawnee Peak for further details at 232-2079, or mary@shawneepark.com.

Edible Arrangements, South Portland store, is offering a 10% discount for orders of \$65 or more, and a 7% discount on orders under \$65. All you need to do to begin saving is to use the following code: MMCE5668. The code may be used when placing orders either by telephone (775-3100) or by visiting the store at 566 U.S. Route 1 in South

Portland (a few blocks north of Governor's). You may also use the code and place orders on our website. Website orders will receive a straight 7% national discount, and may be used for both the South Portland store and for out of state orders. The special 10% discount is only valid for local orders made at the South Portland store, and is not valid for internet orders. Please contact Edible Arrangements directly to receive more information.

Are you beginning to think about retirement? Read more!

April Retirement Series

Are you beginning to think about retirement? Are you wondering about the different benefits that may be available to you as an employee of MMC? Then this series is for you! The Benefits Office is sponsoring a series of three two-hour informative overviews on the retirement benefits available to employees. The first session, MMC Pension Planning 101, will be held in April. This session will familiarize you with basics about the Maine Medical Center Pension Plan, Retiree Health Insurance, and 403(b) options. A brief

overview of Social Security and Medicare will also be provided.

Dates:

April 5 – DC #4, 3-5 p.m.
April 11 – DC#4, 7-9 a.m.,
and April 26, DC#2, 5-7 p.m.

Session II - Social Security and Medicare – This session will be more detailed with information concerning Social Security and Medicare. It will be presented by a representative from SSA. There will also be time for questions.

April 12 – DC#4, 3-5 p.m.

Session III – What About My 403(b) Now That I am Retiring?

There are several options available to you regarding your 403(b) account at retirement. Lincoln Alliance will discuss these options so you can decide which is best for you.

April 19 – DC#4, 3-5 p.m.

Upcoming Events:

403(b) Informational Sessions:

March 13 – DC#6 – 8-9 a.m.

April 25 – DC#6 – 10-11 a.m. ■

Marketplace

So that everyone has an opportunity to use the Marketplace, ads may be placed once. Repeats will be permitted only as space permits.

FOR SALE

VOLVO 960 Sedan '97, dark grey metallic, fully equipped, well maintained \$6,995. Call 883-9228.

For Rent

Biddeford 2 BR, 1st floor apt. Lg. K, LR, BA, shed & porch. Inc heat, HW, washer/dryer hookup, frig, & stove. Call 283-0108.

Portland East Deering. Lg clean 2BR apt on quiet street. Off street parking, washer/dryer, storage, back yard. \$900/mo + util. Cats OK. Avail March 1. Call 939-9994.

Cumberland. Nice, quiet area. 1BR/1BA house. Monitor Propane HT. W/D. \$800/mo + util + deposit. Call 415-5502.

West End. 2BR, furnished Victorian w/in walking of MMC. Inc heat and all util if you have a cell phone. Cable TV, wireless Road runner hookup, balcony, skylights, \$975/mo thru May. Extended stay by arrangement. \$50/mo off-street parking. E-mail jvgunn@maine.rr.com or call 775-0503.

Caleb St., Portland. Clean, quiet, owner-occupied, 3BR apt. 1st floor, large yard, front porch, oil heat. Closets, new BA, storage and w/d hookups in basement. \$1,100/mo + utils. 1st mo + sec. Pet

considered. Avail March 1. Call 318-7156 or e-mail info@upalapress.com.

Beckett Street near E. Prom. Sunny 1st floor, 4 room, 1-2BR apt. New paint, hrdwd floors. Heated, storage, plowed parking. Will consider a cat. N/S. Sec deposit. \$900. Call 926-5108, evenings; 657-3340 x2, days.

West End. 3 1/2 room apt for 1-2 people. New paint, owner-occupied, heated, on-street parking, N/S preferred. \$800/mo + \$800 security deposit. Call after 5 pm, leave message, 761-4202.

Medical Office Suite sublet: \$750/mo. 2 treatment rms and waiting area. Exc location, off 295 south. Inc heat, electricity, use of waiting area and BA. Ample free parking. Great views. Exercise/fitness facility avail @ xtra cost. Facility is shared with a physical therapist and acupuncturist. Call 773-5778 or e-mail nancy@thejadetrade.net.

Westbrook. 2BR w/ master BA, renovated, hrdwd, new carpet. 1st floor, N/S. \$825 + util. Call 450-9462 or e-mail cgoltz2@yahoo.com.

Portland. Furn 1BR avail March 1. Electric, H&HW inc. Access to wireless internet. Parking for 1 car (prkg for 2nd car available @ \$60/mo.) Quiet, owner

occupied building w/ washer & dryer. \$1,050/mo. 1st & last month, sec deposit. Call 409-9467.

S. Portland. Thornton Heights. 17 Sunset Ave. 3BR, 1BA house. Remodeled w/hrdwd flrs. No pets. N/S/ \$1,200/mo +util + sec. Call 878-5567.

Munjoy Hill, Portland. 4BR, 2BA. \$1,400/mo. Furn home w/ off-street prkg, yard, W/D, dishwasher, etc. 2,000+ sq ft inc K, LR, DR, and more. Modern fixtures plus old-house character. Util not inc. 1yr lease, avail July. Call 775-4895 or e-mail andi@gwi.net.

S. Portland. Avail April 1. 10 min to MMC. 2-2 1/2 BR, 2BA. No pets, N/S. \$1,000/mo + util. Call 767-1609 or e-mail tessn@gwi.net.

Portland - North Deering townhouse. 2BR, 1.5 BA, new hrdwd flrs, exposed beams, loft, cathedral ceiling, skylight, deck. Great location. Call 232-2763 or 761-2386.

Sebago Lake - Wards Cove. Summer rental. 3 BR camp, sleeps six, on sandy beach, great for kids, \$850/wk, avail wks of Aug 5, 12, 19, 26. E-mail annboss@aol.com.

REAL ESTATE FOR SALE

Windham ranch. Custom K w/ Jenn air appl., hdwd, tile, wrap around deck, oversized garage. \$285,000. Call 807-7370 or e-mail dkilmartin@msn.com.

Gorham. 1.5 acres, Hardy Bridge Farms, public water, septic design done. \$110,000. Call 807-7370 or dkilmartin@msn.com.

Westbrook. Cape w/ att. garage, 1.25 acres, 240 ft frontage, commercial zoned. \$350,000. Call 807-7370 or dkilmartin@msn.com.

Portland. 3BR Cape on quiet cul-de-sac. 3BR, 1.5BA w/open, airy 1st floor living area. Hdwd floors, woodstove, dry unfinished basement, 0.3 acres, abuts nature trail. Easy access to downtown, schools, shopping areas & turnpike. \$215,000. Call 874-6997.

SERVICES

John Woods Excavating. Lot clearing, foundations, septic systems, landscaping, driveways, sanding, and snow removal. Free estimates. Call 662-6801 or 838-2597.

New York City trip. April 17, 18, and 19. \$258.00 pp/quadr. Inc RT coach + lodging at Crowne Plaza, Times Square. Call 883-9717 or e-mail ingersok@aol.com. ■

Center,” says Vincent S. Conti, President and Chief Executive Officer. “We’ve purposefully designed the position to be an invaluable resource for every one of our 5,000 employees, and especially as a trusted strategic and operational advisor for all of us in management. I am very pleased that an individual of Judy’s experience and expertise will be joining us in this role.”

“Judy’s selection is the result of a comprehensive national search that attracted an excellent pool of talented Human Resources leaders from around the country,” says Richard W. Petersen, Executive Vice President. “She possesses the knowledge, experience, and leadership competencies that are essential for setting the strategic direction for the human resources functions of the Medical Center.

“Englewood is a 520-bed acute care, community teaching hospital affiliated with the Mount Sinai School of Medicine, and like MMC is a Magnet-designated hospital. This has provided Judy with a necessary familiarity with a hospital like Maine Medical Center,” he says, “and she will fit in well here.”

West holds a master’s degree in Human Services Administration from New Hampshire College, and also a bachelor’s degree from New Hampshire College.

“What attracted me to Maine

Medical Center was the quality of the individuals I met here, and the commitment everyone has to patients and to employees,” she said. “It’s impressive to me how far you’ve already come in your Human Resources program at MMC. I view my challenge as continuing the good work, and making us even more of an Employer of Choice.”

West says she believes in being accessible and visible to employees, as an essential part of her role.

“I like to be out and about. If you don’t invest in that kind of “people time”, you don’t know what people need, and you don’t know how to assist them. I want the people of Maine Medical Center to know that if they see me around the hospital, I’m completely approachable.”

In terms of her priorities, West stresses her belief that committed, accomplished, and satisfied employees are the key to quality patient care.

“I think employee development is one of the most important tasks we have,” she says. “We need to help our employees be the very best they can be, to give them the tools and the time to develop fully. I believe that the more committed and satisfied staff is, the better care they can give.”

West will be assuming her new position here at the first of March. ■

Calendar

March – all month

National Patient Safety
Month activities
See story, p. 2

March 1

School of Surgical
Technology Graduation
Exercises
Dana Center Auditorium
3:30 p.m.

March 16

Fire Extinguisher Training
Brighton Room, Brighton
Campus, 1-3 p.m.

March 22-24

107.5 Frank Cares for Kids
Radiothon
See story, p. 2

March 24

2nd Annual BBCH
Scrapbooking Fundraiser
9 a.m. to 9 p.m.
FMI: Corinne Pray, [prayc@
mmc.org](mailto:prayc@mmc.org).

March 28

Fire Extinguisher Training
Bramhall Campus, Dana
Classroom #7, 1-3 p.m.

May 20

Southern Maine Heart Walk
See story, p. 5

People

- **Valencia Begay**, Psychiatry, and **Carol Wishman**, Nursing Administration, passed the Certified Administrative Professional (CAP) examination last November, making them the first to do so since the CAP and CPS (Certified Professional Secretary) designations were approved for certification bonus status. They now join the more than 3,700 administrative professionals currently holding CAP certification. The examination consists of either three or four parts taken over the span of a day-and-a-half.
- **Jeanette Pretorius**, BSN, RN, MBA, CNA-BC has joined the Gibson Pavilion team as a Nurse Manager. Previously, she was living in Texas and working as an Oncology Nurse Manager.
- **Rosalie Blenkhorn**, RN, has accepted the position as Nurse Manager of Dialysis.
- The Kinesis Voicemail project is now officially complete! Earlier this month, the last Meridian Mail voice mailbox was deleted. **Tim Clement**, Information Services, performed this last step and it is fitting that he was the one who did so. According to supervisor, **Lee Staples**, “the Kinesis migration project was one of the largest (and certainly longest!) projects ever taken on by Telecommunications and its success is due to Clement’s dedication and attention to detail.” ■

OUR STORY FROM PAGE 7

the ads portraying hospital employees are real hospital employees. And, they’re doing their usual jobs. All the patients in the ads are actors. And the references you’ll hear to “4th safest hospital in the country”? That’s from a ranking by Consumer’s Digest of the 50 most exceptional hospitals in the country, where MMC was fourth on the list. The rankings

were based on nationally recognized patient safety criteria.

You can view the advertisements on the MMC intranet, at <http://my.mmc.org/branding>.

Be on the lookout for even more bits and pieces of MMC’s story in the coming weeks! ■



Maine Medical Center

22 Bramhall Street
Portland, ME 04102-3175

The MaineHealth® Family

What’s Happening is published the third week of the month 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 the Office of Public Information, MMC, 22 Bramhall Street, Portland, Maine 04102-3175. (207) 662-2196.
Editor: Abby Greenfield