Happat's Happening?

FOR THE MAINE MEDICAL CENTER FAMILY



A Holiday Message



"I want to send you my sincerest wishes for a safe, happy, and healthy holiday season. Especially in these times of seemingly continuous change and increasing demands on hospitals and all who work in healthcare, I want to thank you for the strong commitment I know you bring to the work you each do at Maine Medical. I know very well that it is your commitment that makes the medical center what it is. In this time of family celebration, I want to thank each of you for being members of our hospital family."

Vince Conti President

Our front door gets a boost

The people coming through Maine Medical Center's front door, the Bramhall Entrance, often need information – directions or patient locations, for instance. Visitors especially often need something more, whether it's an idea of where to stay in the area or just a smile and some encouragement.

A team of dedicated volunteers has long filled this important role, staffing the Bramhall Lobby Information Desk on weekdays. They're about to get some long-overdue help that will allow them to be more helpful, and will extend the hours that someone is in the lobby to assist visitors.

Customer Service Representatives will be assigned to the Bramhall Lobby, covering from

0800 to 2000 hours, seven days a week. They will work with the volunteers during the daytime hours, providing better coverage of the lobby during the busiest parts of the day. They also will allow the desk to be open until visiting hours end at 2000 hours, and during weekends when visitor traffic is heavy.

Where did these people come from? The funds to create the two FTEs were taken from the hospital's advertising and marketing budget, in the belief that improved customer service is the best kind of advertising.

"Maine Medical Center, like other hospitals, spends money on advertising," says Wayne Clark, Associate Vice President for Communications and Market-

BRAMHALL, SEE P.6

Point, click, send patient greetings

The MMC web site has a new feature that allows friends and family members to send messages of support and encouragement to loved ones being cared for at MMC.

In order to send a message, web surfers log onto www.mmc.org and click Send Patient Greetings. Visitors then fill out a short form, hit send, and the message is on its way.

The messages are received

Messages, see p.7

Focus on MMC's employee photo contest

Amateur photographers, get ready for the next Employee Photo Contest! Maine Medical Center's 19th annual contest gets underway Monday, January 17, with contest rules and entry forms available near the Cafeteria and at the Public Information Office. If you are located at another campus, feel free to request entry forms by calling 871-2196, or get it from the web at home.mmc.org.

MMC's contest is open to employees, volunteers, students, retirees, and members of the

CONTEST, SEE P.6





Holiday at the Center 1999















AV Photos

Look for more holiday photos on page 5.

What's Caring To Make A Difference all about? It's about people who make MMC special. It's about the folks who are quietly working hard each day to improve themselves, improve their departments, and improve the quality of life at MMC for everyone who enters our doors.



Holiday Sharing and Community Caring

Maine Medical Center employees show their caring and compassion to our patients every day of the year so it comes as no surprise to find that so many of you are also involved in the spirit of holiday giving to many of our neighbors in the communities outside these "four walls".

I must let you know right up front that I received an overwhelming response to my request about holiday giving activities. Due to the limited amount of space available for this article, I will only be able to include a sample of your responses. In addition to those mentioned here, there are many more events going on 'behind the scenes'.

The 'Adopt A Family Program'

through the Salvation Army is one

Pharmacy staff get ready to deliver holiday cheer to some needy families. AV Photo.

of the best known local opportunities; many departments participate in this one. A department will sponsor one or more families and provide everything for a wonderful Christmas celebration: toys, gifts for adults, and the entire Christmas dinner, including the turkey. As Rita Menard, R5, says, "It is a nice feeling to help someone else during the holidays". This year, Patient Accounts and Information Services will team up to provide Christmas cheer for Portland families through this program. Tom Cryan says they provide "gifts, food, and some

loving memories". They even include a camera and some gift certificates for film developing. Wow, they think of everything! Some other departments that participate in the Salvation Army program are: Pulmonary Division, Pharmacy, P6, R4, and ASU.

Sometimes it is those who we meet through our work here that we choose to help through the holidays. That is certainly true of the following departments who provide a fabulous Christmas celebration for some families they have had as patients in the past or perhaps someone in need within their own department: NICU, Outpatient Ĉlinics, Development Office, Family Birth Center, Environmental Services, and Social Work. "Some staff buy gifts and

Coving TO MAKE A DIFFERENCE

bring them in, others contribute money and we assign shoppers...but we give as an entire department and staff are very generous", says Judy Castle from the Clinics.

For the last five years, several areas have been recruited by Tim Higgins at the Portland-based 'Even Start' program, a family literacy program, servicing 25 families in the West End with books, toys, and all the holiday trimmings. Tim says 12 departments are participating this year, including the Coffee Shop, Pastoral Services, P3CD, Dialysis, staff members of the Maine chapter of the American Academy of Medical Surgical Nursing, and the Barbara Bush Children's Hospital at Maine Medical Center.

Here are a few other activities going on at MMC this holiday season. Nursing and Patient Services collects cash donations or two local food kitchens. CSD aff provide Ronald McDonald couse with items from their 'wish

list'. The Carpentry and Paint Shops are completing a project with Habitat For Humanity just in time for Christmas. The Cardiology Nursing Units are teaming together to bring much needed toiletry items, as well as mittens, hats, and gloves. For the last six years the Social Work Department has participated in a craft fair and cookie sale in

November. The money this year will go to the American

go to the American Red Cross. The Special Care Unit donates money earned from a yearly bottle/can collection within the unit to a needy community agency. Medical Records also works with the Salvation Army to bring Christmas to several needy seniors through their 'Adopt A Senior Program'. In lieu of a fancy holiday party, the staff at MMCRI collect donations which are matched with money that in past years would have been spent on a party. They choose a charity to target their holiday efforts. This year they worked with the Maine Youth Center to be sure that every youth has a gift to open on

Christmas morning. "The staff enjoy having spent their Christmas money and efforts helping others," says E.J.Lovett. Emergency Department staff collected blankets, jackets, sweaters, and other items for the Lighthouse Shelter. The shelter "mom and dad" said they are now "almost set for winter".

Sharing our good fortune with those in need during the holidays is certainly a win-win situation for everyone and it shows that MMC employees really do "Care To Make A Difference" in the lives of others. Happy holidays to all!

--Cindy Bridgham, Editor

Brighton SurgicalCenter is a Finalist

Brighton SurgicalCenter's success in decreasing patient wait times put them in the running as a finalist in a recent Press, Ganey Client Success Story contest. The Brighton SurgicalCenter uses Press, Ganey to administer their patient satisfaction surveys. Improvement efforts were spearheaded by a multi-disciplinary task force and coupled with facility renovations. Over time, patient satisfaction scores have increased from 85.4% to 91.8 for the first quarter of 1999. Brighton SurgicalCenter has been successful because of its commitment to make continuous process improvements, even in the face of steadily increasing volume.

Caring To Make A Difference is a monthly publication of the Continuous Productivity and Quality Improvement Office. Ideas, questions, and comments may be directed to Cindy Bridgham, CPQI Office, at 871-2009, Fax 871-6286.



3CH staff provide reading materials and gifts through the Portlandsed "Even Start Program". AV Photo.





Holiday at the Center 1999



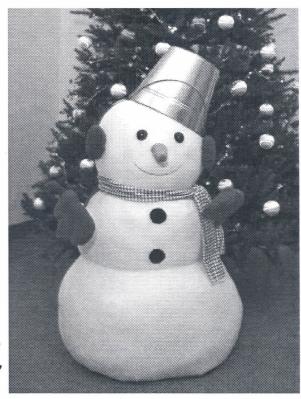












AV Photos

CONTEST, FROM P. I

medical staff from all campuses. The deadline for contest entries is Friday, February 11, so start thinking about your entries now!

When choosing your entries, try to select something unique. If you want to enter a photograph of a common subject, try to make it *un*common by taking the picture from an unusual angle or from very close up.

Photos that show texture, emotion, or a familiar scene in an unfamiliar way are exciting to look at. Be creative! Another suggestion: if your camera has a "date stamp" feature, try to turn it off before you take your photos

When thinking about your

entries for the contest consider submitting photos in a variety of categories, but don't enter shots that are identical in subject matter or too closely related. The categories are Scenic, People, Animals, and Open Your color

and Open. Your color or black and white photos must be 5" by 7" in size. If you entered a photo in a previous MMC contest, you may not enter the same one again.

A panel of judges from the Greater Portland area will choose the winning photos. Cash prizes are awarded to the first, second, and third place winners in each category. The contest winners

will be announced the afternoon of Wednesday, March 1.

Winners of the Friends of Maine Medical Center Purchase Prizes will also be announced March 1. These photos will be enlarged, framed, and hung

> in areas where they will brighten a

patient's or visitor's wait or stay. Some of the photos from past years are located in ASU, SCU, and the Clinical Trials Center at MMCRI.

Mark your calendar now to make sure you see all the entries in the contest when they are displayed in the Dana Center Lobby Monday, February 28, through Friday, March 10.

Don't forget: you'll be able to cast your votes for the People's Choice Awards Monday, February 28, through noon Wednesday, March 1.

Bramhall, from P. I

ing. "The fact is, though, that the most important factor in creating loyal customers who prefer to use your hospital is not advertising, but customer service. Advertising and other marketing activities are important, but the experience that the patient or visitor has when they come here can have a dramatic impact – good or bad – on how they view us for future care.

"We decided that this year we would reduce our advertising expenditures and put some of that money toward a customer service improvement that will benefit the entire hospital."

The Customer Service Representatives will be stationed in the Bramhall Lobby to provide a wide range of services. They will be our "greeters", will provide patient location information (working with the volunteers), and will offer concierge services like hotel and taxi information. They will be all-around customer

service people, troubleshooting complaints, getting answers to unusual questions, and making sure people can get to where they need to be.

"These are going to be highenergy positions," Clark says, "requiring people with excellent interpersonal skills, positive attitudes, and the ability to handle many issues at once. They need to be 'people people', and be familiar enough with the hospital that they know who can solve a particular problem."

The Customer Service Representatives will work closely with Nursing and Patient Services, Risk Management, Social Work, Security, and other areas to make sure the right people are informed and involved in a given situation. A key part of the job will be to develop ways to track customer satisfaction in the different populations passing through the Bramhall Lobby (patients, visitors, others).

Free adult caregiver support program offered

The MMC Geriatric Center will sponsor a free eight-week educational program for anyone providing care for an older person. "Caring for Aging Family Members" will give caregivers information and resources to address medical, legal, financial, and day-to-day living issues.

The program will be held Mondays from 1700--1830 hours at the MMC Scarborough Campus. Call 871-2847 to register; space is limited.

Marketplace

In order to ensure that everyone has an opportunity to use the Marketplace, ads may be placed *once only.* Repeats will be permitted only on a spaceavailable basis.

FOR SALE

Peavey Guitar Amp 65 Watt 2 channel w/12 inch speaker; has footswitch. One year old, like brand new: \$225. Dodd distortion effects pedal: \$30. Like brand new. Call 773-7142.

1989 Mercury Cougar LS, loaded, very clean. 57,000 original miles, keyless entry & start. Must sell \$4,500 or BO (books at \$5,460) 772-4342.

1995 Nissan pick-up, excellent condition, 5 spd manual. 37,000 miles, AC, cruise control, power steering, tool box. Call 934-4364.

1997 Dale Earnhart 1:24 scale Wheaties car, \$150 or BO; Portland Pirates Starter coat, pullover, \$100 or BO. Call 934-9504.

1987 Nissan Pulsar T-top. Extremely fun car. 153,000 miles, needs sticker. \$800 or BO. Call 772-3077, leave message.

1995 Jeep Wrangler Rio Grande. 49,000 miles, excellent condition, hard & soft tops. \$10,500. Call 767-4253, leave message.

1997 Ford Ranger XLT super cab, 32,000 miles. Rear wheel drive, cap, 2 studded snow tires on back, 4 cyl. Also have the original tires. \$13,000 or take over payments. \$249/mo. Call 775-3371 or 871-3910.

1992 Jetta, 130,000 miles, sunroof, radio-tape player. \$4,500 or trade for equal value for older Suburban or van. Call 675-3432 or 871-3910.

1986 Ford Bronco II, 4x4, V6, automatic, low mileage, \$3,000 or BO. Call 284-7593.

Child's heavy-duty plastic picnic table. Very good condition. \$10.

Call 767-6575 evenings.

Comfortable couch w/matching chair. Neutral gray tones. Good cond. \$150. Call 428-3271.

FOR RENT

North Yarmouth furnished executive home. Formal DR, cathedral ceiling in LR, 5 – 6 BR, w/w carpeting, in-ground pool, plus much more. Will lease for \$2,000/mo. + utilities. First & last month + security. Available 1/3/00. Call 829-4414 or 892-9366 for appt.

Cumberland studio apt. Brand new w/new appliances, Monitor heat, 7 miles to Portland. Ideal for single, N/S professional. No pets. Lease, security deposit, references req. \$550/mo. plus utilities. Call 829-6318 evenings.

Gorham 3 BR 28 x 60 ranch near O'Donal's tree nursery. 4.5 acres only 8 miles to MMC. \$1,100/mo. Call 839-2615.

Beautiful, unique, lg. 1 BR w/rooftop deck (best view in Portland), skylights, beams in LR, great BA w/lg. procelain tub, walkin closets, laundry in bldg., possibly parking, \$900/mo. Call 828-1199.

Portland house, quiet wooded dead-end street. 1 BR, W/D, parking. 1 mi. from Brighton campus. \$750/mo. + utils. Call 773-4691.

ROOMMATE WANTED

Mature, professional, NS female, seeking same to share spacious, 1st floor apt. in West End. 2 cats. Easy walk to MMC. Perks include tai chi room, garden, & on-site, coin-op wsher/dryer. \$375/mo. incl. H&HW. Call 879-1409.

Single, mature professional seeking same to share lg., quiet home in N.Deering area. Plenty of room in

The deadlines for announcement-length items and MARKETPLACE are January 5 for the January 19 issue and January 19 for the February 2 issue.

All items must be in writing and may be sent by interoffice mail to the Public Information Department, by e-mail to FILIPL, or by fax to 871-6212.

3 BR, non-smoking home w/garage, laundry in great neighborhood. Handy to turnpike & Northgate. \$600/mo. plus ½ utilities. Call 773-0329 x103 or 797-2204 evenings. M/F, N/S roommate needed for Woodfords area apt. Minutes from

WANTED

hospital. Call 879-7949, leave

message.

Seeking a 2 BR apt. for rent, non-smokers, no pets. Both professionals in need of a nice place. Fireplace a plus. Call 967-3239.

Interior painting, minor repairs. Small jobs big contractors don't do. Call 892-2913.

Errands, shopping, wrapping, rides, phone calls, etc.--I'll do it! Hourly rates. Call 878-8097 or e-mail mfoote@maine.rr.com.

Messages, from P. I

via e-mail in the Volunteer Services department where volunteers print the messages and deliver them to patients along with the regular mail.

Messages are delivered Monday through Friday. Messages received before 1100 hours will be delivered that day. Messages received after 1100 hours will be delivered the following business day. Messages received on Saturday or Sunday will be delivered on Monday.

What's Happening?

at Maine Medical Center

All Healthviews. Comm.
TV Network TV 4,
Thursdays, 1400 and
2000 hours; Fridays,
0700 hours.

Dec. 31 New Year's holiday observed by MMC.

Jan. 1 New Year's Day. Welcome to 2000!

Jan. 10 Caregivers Support

See p.6 Group meets.

Feb. 11 Photo Contest entry

See p.1 deadline.

Feb. 28 Employee Photo Contest *See p.1* display, through March 10.

Learn about jobs available at MMC



www.mmc.org

Maine Medical Center's
Employee Assistance
Program
It's there for you.

For a confidential appointment, call 761-8345. 930 Congress Street, 3rd floor (across from Gilman Garage)

Breathe Easier

Want to Learn More About Your Asthma?

A free program offered by MMC for adults with asthma
Thursdays in January, 1900-2030 hours
MMC Family Practice Center
Corner of India and Congress Streets, Portland
Learn

- asthma management skills
- more about your medications
- how others cope with asthma
- how to recognize, understand, and manage symptoms

 Breathe Easier is free, but group size is limited. Participants must be able to
 commit to four Thursday evenings; registration is necessary.

 For information and registration, call Paul Jones, 871-4578.

The Volunteer Office

seeks donations of paperback books and pre-read current magazines featuring sports, fitness, entertainment, or women's issues.

Donations may be left in the MMC Volunteer Office, located on the 1st floor of the Maine General Building.

Ethics at the Center

The Ethics Confidential Helpline is available for your questions and concerns. Call the Helpline at 871-4646.

What's Happening is published every other week 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) 871-2196. Editor: Wayne L. Clark.

- Change name or address as shown on address label.
- Remove my name from your What's Happening? mailing list.

Please return this address label in an envelope to the Public Information Department.



MAINE MEDICAL CENTER 22 BRAMHALL STREET PORTLAND, ME 04102-3175