

# What's Happening

a newsletter for the employees of Maine Medical Center

August 7, 1996

Vol. 27, No.16

## MMC becomes more visible as ads begin

You've been seeing Maine Medical Center in the newspaper more often in the past six months, as we've started advertising selected programs like the Breast Care Center, the "I Love Food" dinners, the Family Birth Center, and Brighton FirstCare. MMC has long relied on news and word of mouth to provide visibility, so paid advertising was something new for us.

"This is a different approach for us," says MMC President Don McDowell. "In a competitive marketplace, you can define yourself or you can let the competition define you. We have the finest services and the finest people available, and we're proud of that. It's time to say that in a highly visible manner, and not be conspicuous by our silence."

The new effort began with extensive community opinion research. "The research both confirmed what we suspected and provided some important insights," says MMC Public Information Director Wayne Clark. "It revealed that Maine Medical Center's image is strong among members of the public, though there are problems in specific areas. This knowledge will help us fine-tune our communications efforts."

Some of the findings:

- It is no surprise that the public knows who we are: 95% of the people surveyed mentioned MMC first when asked to list area hospitals.
- MMC is clearly the hospital of choice for heart treatment, cancer care, pediatrics, and general surgery, among other areas, based on

response to a question about the "best" place for certain treatments. The news was not so good in maternity services, demonstrating an opportunity for improvement.

- Interesting differences were found in people's hospital of choice depending on how "sick" they thought they might be. MMC was a clear first choice for serious illness or injury, but the numbers slipped when the question was phrased as "minor" or "less serious".

- MMC can be proud that it enjoys the highest recognition levels of any hospital in the area for such programs as the Breast Care Center, healthcare for low-income people, community education, and cardiac rehabilitation.

"Two interesting findings," Clark says, "were that Maine Medical Center was noted by 46% of people as willing to provide care regardless of ability to pay, more than any other hospital in the community. When asked to identify the hospital they thought of first in terms of providing care for low-income people, the difference was even more remarkable: 22.3% for MMC vs. 8.5% for the next most often mentioned hospital.

"This tells us that people are more knowledgeable than we might give them credit for," Clark says. "It's a fact that MMC provides not only most of the care for low-income people in Greater Portland, but provides 25% of all the free care delivered in the entire state.

"Clearly, there are opportunities for improvement using solid, targeted advertising. In many of the subject areas, for instance, the number of people who "didn't know" which

VISIBLE, SEE P.4

There's still time to "be a piece of the pie".



## The Medical Center Singers gear up for another season

Although the Medical Center Singers have gone through many changes this year, they have maintained their Monday night rehearsal time from 1900-2100.

The Singers began their second year with a children's chorus intended to be an adjunct to the Winter Concert. The children enjoyed the rehearsals and performances, so they and their parents asked that the program continue. They are now called The Medical Center Children's Chorus. Both choruses performed for the Tree-Lighting Ceremony at Maine Medical Center as well as the Loring House, an assisted living facility next to the Barron Center. The Winter Concert was a standing room only event with intermission refreshments provided by the Food and Nutrition Services Department.

The Singers chose folk music from all over the world for their Spring Concert and featured a Canadian song cycle accompanied by a slide presentation of Vancouver, British Columbia. The Spring Concert was repeated the next day in the Cafeteria where many employees, patients, and visitors were able to come and listen.

This year the Singers will be auditioning a quartet out of the adult chorus that will be small enough to travel to units, performing for patients who are unable to leave their rooms. Concerts are videotaped and shown on in house closed-circuit television for patients.

The Singers' participated in the Protestant Chaplain's Spring Music Festival, the MMC Talent Show, and performed at Honor Night. The Children's Chorus sang the National Anthem at the Sea Dogs game for the Children's Miracle Network.

Some of the music performed by the Singers calls for instrumental accompaniment, and employees who play an instrument, especially the piano, are encouraged to participate.

For information on either chorus, please contact Claire Berg at x4897. The Medical Center Singers will begin Fall rehearsals on

September 9th and The Children's Chorus (ages 7-12) will rehearse on Saturday mornings from 1000-1130 starting September 14th in the Dana Center, classroom 3. No auditions are required for either group and both are open to employees and their relatives.



Some of the Medical Center Singers shown performing at the 1996 MMC Talent Show. A/V photo.

## MCCP heads to wild kingdom

On Saturday, August 10, the York Lodge of Elks are sponsoring a day to benefit the Maine Children's Cancer Program at York's Wild Kingdom. Tickets purchased through the Elks will benefit MCCP and will be available at the park entrance on August 10 for \$7.50 (\$5.00 off a regular admission ticket) per person. Tickets include all amusement rides all day plus admission to the zoo.

There is a large picnic area available and the York Lodge of Elks will have a hot dog roast for a minimal charge. The zoo opens at 1000 and the amusement park at 1200. Rain date is August 11. Call x6274 for tickets or for more information.

## Taking MMC out to the ballgame

Maine Medical Center day at the Sea Dogs is Thursday, August 22. The game starts at 1900 and the Sea Dogs will be playing against the Canton Indians.

Tickets will be on sale in the Human Resources Department from 0730 to 1600. Tickets are \$3.00 each and will be sold on a first-come, first-served basis.



## Annual statewide 10K walk for MMCP

The Maine Children's Cancer Program's Annual 10K WALK will be held Saturday, September 21, 1996 in five locations statewide: Portland (9th annual), Waterville (5th annual), Rockland (4th annual), Dexter and Lewiston/Auburn (3rd annual). All 10K WALKs will begin at 9AM (registration at 8AM) and will be held rain or shine. T-shirts are guaranteed to all pre-registrants and will be given to the first 200 people at each site. Additional activities such as post-WALK picnics or cookouts will be planned by each site.

The Maine Children's Cancer Program's Annual 10K WALK was started in Portland in 1988 by IMPACT, the Program's family support organization. Since then, it has grown each year, raising over \$43,000 in 1995 to support comprehensive medical and non-medical services for Maine children with cancer and their families.

1996 sponsors of the 10K WALK are Dexter Shoe Company and Critical Care Systems, with additional support from Fleet Bank. Media sponsors are WMTW, the Portland Newspapers and radio stations in each location. All five WALKs sites are organized by volunteer Site Committees with members representing some or all of the following groups: families of past and present patients of the Maine Children's Cancer Program, friends and Board members of the Program, and members of the Maine Elks Association (state-wide supporters of the Maine children's Cancer Program).

To register for one of the walks you may pick up a brochure at any Fleet Bank branch location, Shop 'n Save supermarkets, Shaw's supermarkets, or call the MCCP office at x6274.

The Maine Children's Cancer Program provides comprehensive medical and psychosocial support services to Maine's children with cancer and their families. The program's specialized team includes pediatric oncologists, pediatric nurses, social workers, and clinical research staff. The program is

based in Portland, but serves children from across the state.

The Maine Children's Cancer Program now serves hundreds of families from throughout Maine who have been touched by childhood cancer. Each year, approximately 35 new children from birth to age 21, along with their families, come to the Program for initial diagnosis and treatment. At MCCP they find an upbeat, non-threatening environment. The Program's objective is not only to cure as many children as possible, but also to heal and support the family through its crisis. Today, close to 70 percent of children with cancer are cured.

## GroupWise getting un"rule"y

The GroupWise electronic mail (email) system has several features that weren't previously available. While these enhancements can prove to be very useful the Data Management Department advises caution when using the "rule" facility. People use it most commonly to announce that they're on vacation.

It is extremely important to remember that using a "vacation" rule without certain precautions can cause headaches for you, Internet mailing list managers, and their subscribers. If you belong to an active list server (some of them generate 100 messages a day), your vacation rule may be sending a response to every single message received that you're on vacation.

Additionally, automated responses sent to individuals within the hospital can start a loop that will cause your in box to fill up with unwanted delivery notification messages, and your out box to fill up with unintended vacation notifications. The reason for this is that some systems in the hospital use the Internet delivery method to communicate with GroupWise, and provide you with return EMail that notifies you of delivery.

The rule facility provides a mechanism for responding or not responding to a message based on a number of criteria, including the text in the "From:" address on the message.

**RULES, SEE P. 6**



## Employee survey information coming

More than 600 employees took the time to complete an Employee Opinion Survey in late May. The results of that survey, which have been eagerly awaited, have just been returned by the consultant.

The information contained in the survey is very important in keeping management in touch with you, particularly in light of recent and continued changes in the environment. Expansions, mergers, and other issues have an effect on all of us.

One finding that was particularly striking was the high level of employee commitment to the institution and to our patients. On the other hand, there were some areas identified where we are committed to making improvements. In particular, we believe we need to focus on clear and timely communications with employees, and allow opportunities to ask questions and receive answers in order to ensure understanding and support of changes.

Because of the importance and complexity of the data, employee meetings will be held in September to explore what the survey results mean and how they will be used to improve the working environment for all employees. The meetings are delayed until then because August is a heavy vacation month. Also, it will give management time to digest the details of the data and begin discussing next steps.

The employee meetings in September will introduce an ongoing process of employee communications, including monthly "Employee Forums" -- opportunities for both specific and open-ended discussions. In the next few weeks, schedules for these meetings will be published. We look forward to seeing you there.

Enjoy the Coffee Shop's  
Summertime Ice Cream Specials.  
A tasty ice cream treat at a  
reduced price all summer long!

## Quality...growing from the ground up

Mark your calendars now for October 24 and 25, the dates of the 1996 CPQI Fair. The theme, "Quality for Everyone...Growing from the Ground Up" indicates that throughout MMC quality improvement is a universal process that involves everyone, everywhere.

"By running the Fair throughout the night we make it available to all three shifts," according to Dee Roberts, facilitator of the Quality Fair Planning Committee.

Are you doing something that makes your job easier? Have you and your colleagues started a program or process that has saved time, or money, or both? What improvements has your unit made in patient care? The Quality Fair Planning Committee wants to hear from you!

The Committee doesn't need a lot of project details at this time, and will assist any participant. All that's necessary at this point is a project idea, title, and a contact person.

This information needs to be submitted to the CPQI office by calling x2009.

Start now to make this the most exciting Quality Fair ever.

**Be courteous!  
Park between the lines.**

### VISIBLE, FROM P.1

hospital was best for a certain treatment was higher than we expected."

"It's important to remember that every one of us, as we work with our customers every day, is doing 'marketing,'" McDowell says. "As you help take care of people and help them leave here feeling good about their care, you're helping us live up to the promise of the advertising. A satisfied customer is more important than any ad."

*We'd love to hear your reactions to advertising past and future. Tell us what you think: call the Public Information Department at x2196 or email clarkw.*



## *That's Entertainment,* 1996 talent show

Don McDowell, MMCF president challenged all comers and then went down in defeat. But it was really, really, *really*, close! The highlight for many at the 1996 Talent Show was "Healthcare Jeopardy". Missing only one question throughout the entire Double Jeopardy round, McDowell's victory seemed certain, but he fell to the Final Jeopardy question, "What are the six steps in the MMC fire safety plan?"

Jim Donovan, Brighton Medical Center president, amused the audience after Martha Davoli, Public Information, missed the Double Jeopardy answer to, "879-8000." Donovan supplied the correct question, "What is the main number at Brighton Medical Center?" Johnathan Kosnow, Pulmonary Medicine, was the Healthcare Jeopardy winner.

The show coordinators utilized a back drop and stage designed and constructed by the Carpentry Shop. "We were able to re-use the 1996 Honor Night back drop, and the result was wonderful," commented Terry Lynn McGarvey, Co-Mistress of Ceremonies. "A great deal of credit goes to Steve Rohman and his crew for creating a stage that can be used annually."

Other talent show participants were Joe Blinick, John Chasse', Michele Coro, Kris Gammon, Tom Walsh and the Loosen Up Improvisational Group, The Medical Center Singers, Peggi Pyle, Christina Swasey, and Deb Winkler.

The show, co-hosted by Elise Peacock, Admitting, and McGarvey concluded with a slide presentation dedicated to Don McDowell.

A video of "That's Entertainment" or any previous talent show can be checked out from the MMC Library. Due to technical difficulties the first several minutes of the show were not taped. Anyone wishing to purchase a video of "That's Entertainment" should contact the Audio Visual Department. Videos are available for \$5.00 each.



The 1996 talent show audience was treated to a variety of acts. Above left, Peggi Pyle, OPD, sings "When I Fall in Love," above right the "WOMEN in Song" perform a medley of MMC favorites. From left, Deb Winkler, Legal Affairs, Michele Coro, Oncology Administration, Christina Swasey, Human Resources, Elise Peacock, Admitting, and Kris Gammon, Human Resources. Top right the Healthcare Jeopardy contestants answer Final Jeopardy. From left, Don McDowell, MMCF President, Martha Davoli, Public Information, and Johnathan Kosnow, Pulmonary Medicine. A/V photos.



## Be a "piece of the pie"

The theme for the employee division of the 1996 Annual Fund was "Be a Piece of the Pie". Over 300 MMC employees showed their support for the Annual Fund by pledging or donating when they stopped by the "Pie Tables". Employees who donated received a piece of pie and a pie cutter.

The Annual Fund supports projects not funded by the budget. Over the years the Annual Fund has supported projects throughout the hospital.

In 1995 the allocation of funds were for the following projects:

**Turning Point**, the Cardiac Rehabilitation Program

**General Research**

**Special Care Unit Bedside Computing**

**Operating Room Expansion**

**Neurosurgery Zeiss Microscope**

**Nutrition Screening System**

**Public Health Education:**

*Library InfoTrac Health Reference Center*

*Childbirth Patient Education Program*

*Oncology Patient Education Program*

There's still time for you to support the Annual Fund. In the next few weeks employees will receive a flyer that contains a payroll deduction form. Employees can make a pledge, send a one-time donation, or sign-up for payroll deduction. Your support is greatly appreciated! Without the assistance of the Annual Fund many projects would not be supported. Please support the Annual Fund and remember that you are an "important piece of the MMC pie"!

## Did you know?

Dr. Daniel Hale Williams, founder of Chicago's Provident Hospital in 1881, and in 1913 a charter member of the American College of Surgeons, performed the world's first successful open heart surgery on July 9, 1893.

## RULES, FROM P. 3

This is the most important feature for vacation-type rules, since you can enter a pattern match value in the "From:" field of the "If Item Contents Are" box.

For example, the character string `!*@*` will tell the rule to NOT respond automatically when the address in the "From:" field contains the "@" symbol (all Internet addresses contain this symbol).

There are other facilities for controlling what happens when you receive an email message as well. The on-line documentation in the GroupWise help system provides a good reference for these features. Take the time to review this information before you attempt to set a rule. If you want to be sure that you have set your rule mechanism correctly, or have any other questions about GroupWise, contact the PC Help Desk at x6400.

## Obstetrical units have new identity

Parents-to-be arriving at Maine Medical Center in the future will not be going to "Labor and Delivery", "R2", "P2A", or "Post-partum". Instead, they will be going to the Family Birth Center.

The name change is part of MMC's renewed focus on family-centered care. Along with physical changes and changes in staffing, the new name will help create a more customer-friendly environment.

Within the Family Birth Center, parents will deliver in "The Birth Center" and move to "The Family Center" after delivery. P2A, for mothers who need to be admitted prior to delivery, will be known as "The Perinatal Center". And finally, "The Family Birth Center Education Program" will provide families with lamaze, breastfeeding, sibling preparation, and other educational offerings.

Look for "The Family Birth Center" to begin appearing in MMC's maternity ads, beginning August 11.



## MARKETPLACE

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

### FOR SALE

4 BR Victorian home, 2 baths, freshly updated interior. LR with fireplace. FP has carved wooden mantle. 2 stairways to 2nd floor, large walk up attic. \$94,900, owners want offers. Call 767-4105.

Voit manual treadmill w/instruction manual. Brand new, hardly been used. \$100. Call 934-9504.

3 BR home on 2 acres in Saco. Country setting. Wood floors throughout. Country kitchen, carriage style garage. Large yard. Call 286-3757.

Precor 515E ski machine. For home fitness program. Barely used, in great cond. \$500 new, asking \$200. Call 781-7708 after 6 PM or leave message.

A Uniden cellular bag phone w/rechargeable battery and magmount antenna. 2 yr. warranty. \$50. Call 883-0758.

Child craft Crib 'n Bed set includes crib/bed and 3-drawer chest, \$125. Call 871-2477.

14' 1973 Glassmaster tri-hull fiberglass bow rider with trailer, great cond. Evinrude 35 HP, rebuilt, fresh water only, needs lower end seal. Great 1st boat. \$700/BO takes all. Call 772-4342 eves.

Heavy duty custom computer desk with indirect lighting and many built-in features including bookcase and slide out keyboard tray. \$200 firm. Call 967-0845.

Mink coat. Size 6, dark color. Perfect fur and lining. No damage. \$1,100. Chinese antique furniture, flower stands, horseshoe chairs, 3 wedding baskets and boxes. Prices vary. Old metal desk w/6 drawers. In good shape. Free to person who moves it. Call 772-0963.

Raliegh 20", 6-speed child's bike. New \$200, asking \$80. Call 781-7708 after 6 PM.

### FOR RENT

Large 2 BR apt. Sunny off street parking, 5 min. walk to MMC. \$585/mo., heated. Call 642-5880. Avail. 8/15.

3-4 BR. apt. Avail. Sept. 7 houses from water, Fore River side of Eastern Prom region. Back yard, picnic area, large side lawn, Victorian trim inside. Owner occupied, off street parking. \$500/mo. + utils. 5 min. to MMC. No dogs. Call 772-0033.

Sunny 1 BR apt. LR, K. \$490/mo. + sec. dep. Heat and hot water incl. No pets. Call 871-5830.

2 BR apt. just off Eastern Prom, Fort Allen Park and Casco Bay. 3rd floor unit w/DW, deck. Yard and porch. Coin laundry in building. \$650/mo. incl. heat and utils. Sec. dep. req. No pets. Avail. Sept. 1. Call 878-5708 eves.

1 BR apt. in Westbrook. Person needed to help renovate in exchange for negot. rent. Parking. Call 854-1540.

### ROOMMATE WANTED

F preferred, N/S, BR and private bath. Deck, W/D, yard. Located on South Portland/Scarborough line. \$350/mo. incl. heat. Call 885-5875.

The deadlines for  
announcement-length items  
and **MARKETPLACE** are  
August 7 for the August 21 issue  
and  
August 21 for the September 4  
issue..

*All items must be in writing.*

Information for the  
***What's Happening*** can be sent  
through the inter-office mail to the  
Public Information Department.

private LR. Off street parking. \$250/mo. + 1/2 utils. Avail. 9/1. Call 774-4599.

### CHILD CARE

Nanny with 5 years experience seeks night/weekend sitting opportunities. Excellent refs. Call 774-4460 after 6 PM.

Will care for your child in the afternoons to early evenings. Reliable, experienced. Located across from hospital parking lot, Vaughan Street area. Call 780-6774 after 1230.

Day care provided in a licensed facility. Casco area. Call 655-3945.

### WANTED

Students for basic floral design class taught by an FTD Senior Designer/ Master Gardener. Learn to make a beautiful arrangement. The class will include a garden tour to learn what varieties are best to grow for the home gardener. Each participant will bring home an arrangement. Cost \$15. Class dates. Aug. 11 and Aug. 18. Call 926-3389 for more information.

Individuals in need of computer services. Internet training and installation. Webpage design and construction. Used computers bought and sold. Call 967-0845.

Gold sapphire ring that was lost. Very sentimental. Call 774-2705.

A person to clean twice a month. Good refs. essential. Located off Washington Avenue near Allen Ave. Call 878-9879.

The Medical Center Singers are in need of a volunteer pianist for the 96-97 season. Rehearsals are Monday nights from 7-9 PM. Must be a good sight-reader. Call x4897 for more information.

Students to teach piano. In-home lessons avail. All ages, beginners welcome. Call 761-1289.

Brick and stone walls, patios and chimneys to repair or build. Call 839-6019.



## ***What's Happening at MMC***

- Aug. 9 Deadline for Photo Contest entries. Submit to Public Information.
- Aug. 10 Maine Medical Center Foundation Day at Funtown and Splashtown.
- Aug. 10 MCCC day at York's Wild Kingdom. Call x6274 for tickets.
- Aug. 15 Deadline for Poison Center poster contest entries.
- Aug. 22 Maine Medical Center day at the Sea Dogs game.
- Sept. 9 Medical Center Singers begin rehearsals. Call x4897 for more information.
- Sept. 21 MCCC statewide walk. Call x6274 for information.

### **A farewell party for Eleanor Seager**

**Training and Organization Sevelopment  
Specialist**

**Eleanor is leaving MMC after over 13 years  
to pursue other career opportunities.**

**Come and wish her success.**

**Thursday, August 15**

**1530-1700**

**Picnic tables outside Human Resources  
Rain location - Eleanor's office on MGB 1**

### **A farewell party for Carol Zografos, RN, CCP**

**Chief Cardiovascular Perfusionist**

**Carol is leaving MMC after nearly 34 years  
to pursue other career opportunities.**

**Come and wish her success.**

**Thursday, August 15**

**1400-1530**

**Dana Center lobby.**

*What's Happening* is published every other Wednesday 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.

## **NEW EMPLOYEES**

**ACCOUNTING:** Julia Gaulke

**CARDIOLOGY:** Kristine Lawhead

**CHILDBIRTH EDUCATION:** Lisa Mulcahy

**ENVIRONMENTAL SERVICES:** Richard Currier

**FOOD SERVICES:** Erin Anderson, Norman Best, Robert Beuerle, Chad Collins, John Crandall, Kathryn Poore

**LINEN PROCESSING:** Vickie Davis

**MMCRI:** Clay Stern

**MEDICAL RECORDS SERVICES:** William Gardner

**NURSING:** David Arsenault, Erica Benoit, Patricia Briggs, Christina Conley, Aurea Duff, Suzan Foster, Julie Gowen, Kelly Knight, Erica McGonagle

**RADIOLOGY:** Christine Herrick, Laurie Wing

**VOCATIONAL SERVICES:** Deborah Rousseau, Margaret Westhoven, Kristin Wright

### **A question to get you thinking**

***What makes a good employee?***

**Drop your answer in the Ask  
Away box near the cafeteria or email  
it to Davolm. You don't have to give  
your name.**

**We'll get back to you with  
answers to this and other questions  
to come.**

- ☐ 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 Dept.

## ***What's Happening***

Maine Medical Center, 22 Bramhall Street, Portland, ME 04102-3175

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
Portland, Maine  
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