

What's Happening

a newsletter for the employees of Maine Medical Center

December 28, 1994

Vol. 25, No. 26

"Thank you for your gifts of caring to our patients and the community. The happiest of holidays to you and your family and best wishes for the new year!"

Don McDowell
President

Medical staff chooses new president

George N. McNeil, Jr., MD, Director of Residency and Medical Student Education, Department of Psychiatry, has been elected President of the Medical Staff of Maine Medical Center. He will serve a term of two years.

Dr. McNeil is a graduate of Amherst College and the College of Physicians and Surgeons at Columbia University. He served an internal medicine internship at Presbyterian Hospital in New York and residencies in General Practice and Psychiatry at MMC; he was Chief Resident in Psychiatry in 1977.

The new President has served the Medical Staff in a number of capacities already: as a member of the education and executive committees, as secretary-treasurer, as president-elect, and as chairman of the credentials committee.

Dr. McNeil is a member of the American Psychiatric Association, the Maine Psychiatric Association, and the American College of Psychiatrists. He is a consultant to the APA Committee on Primary Care and was a consultant to the APA Task Force on Treatments of Psychiatric Disorders. He is certified by the American Board of Psychiatry and Neurology.

An author of many papers and book

MCNEIL, SEE P.8

Community health profile completed

A coalition of healthcare providers has completed a first-of-its-kind survey of the health attitudes and status of Greater Portland residents. The group presented its findings at a meeting of healthcare and social service agencies December 1 in South Portland.

Portland's three non-profit hospitals -- Brighton Medical Center, Maine Medical Center, and Mercy Hospital -- joined forces with the Portland Public Health Division to fund and conduct the survey. The United Way of Greater Portland and the Chamber of Commerce of the Greater Portland Region endorsed and supported the effort.

The objective of the collaborative effort was to develop and make available a "Community Health Profile" that establishes a common base of information about the health status and needs of the Greater Portland community. A profile based primarily on the survey was released at the meeting.

Significant findings include:

- residents of the City of Portland report a higher incidence of poor physical or mental health on a day-to-day basis than do residents of the suburbs and rural areas. They also have higher rates of risky behavior such as smoking and excessive drinking.

- Adults in the region in general are more likely to put themselves at risk of disease than are people elsewhere in the country. They are more likely to smoke, drink in excess, and be overweight.

- Throughout the region, health status and health-related behavior vary dramatically by

SURVEY, SEE P.6

For a look at some MMC holiday spirit and camaraderie, see p.4.

Getting ready for managed care

We told you back in October 1993 that managed care would likely be more and more a part of life in the future and it looks like the future is getting closer all the time. This is the first in a short series of articles to help you prepare for managed care down the road.

Managed care is a healthcare delivery system that seeks to reduce costs by focusing on the delivery of the most productive and efficient healthcare. Individuals are encouraged to form working relationships with a primary care, or personal, physician and seek preventive services through that physician. There is no concrete formula or any one definition for what managed care is. But all forms feature the addition of an outside party to the doctor-patient relationship. In its simplest form, such as in MMC's current employee health insurance plan, preauthorization is necessary for hospitalization and the patient's progress is monitored throughout the course of the illness.

Managed care plans vary in the level of coverage provided to the employee, in the amount of "risk-sharing" (also known as cost-sharing), and in the amount of choice that employees have in selecting their own physicians, either primary care or specialist. Health maintenance organizations (HMOs), for example, typically attempt to manage both cost as well as how care is utilized by having the provider pick up a greater amount of the risk, and by requiring employees to use a primary care physician as a "gatekeeper" to all other services. Traditional fee-for-service plans, similar to MMC's current plan, have little control over the level of services provided, the providers that deliver them, or the quality of the care provided. Employees may select any fee-for-service physician, but under this scenario the cost is neither controlled nor is the patient's treatment coordinated.

There are also hybrid models, where some of the elements of choice are preserved, but care is managed through a select group of

providers. Some of these plans are known as point of service, or preferred provider organizations.

Managed care has grown slowly in Maine so far. One reason is a small population (1.3 million) distributed over a large area. In addition, managed care is generally propelled by large employers, of which Maine has few. Another outstanding issue is the shortage of physicians in parts of the state.

One concern about managed care is that it places a limitation on choice of physician. Patients may, for instance, have to choose their physician from a group that doesn't include their current doctor. They may not be able to access a specialist directly without financial penalties, and incentives for physicians may lead them to order fewer tests or make fewer referrals. However, the greatest challenge is to maintain high quality while controlling cost.

More than just cost containment, managed care requires a change in how we think about obtaining healthcare. In some ways, it is a return to the days of the "family doctor": a personal physician who knows the consumer and his or her health history. The primary care physician manages the consumer's care and the consumer is encouraged to seek preventive care. It is a partnership between the consumer, the provider, and the insurer.

Issues like quality and freedom of choice will be of concern to physicians, hospitals, and each one of us as consumers, as managed care becomes more common. With all there is to consider about managed care plans, the key is that the consumer will have choices to make about whether to participate, if that is an option, and who will be the primary care physician.

Hockey tickets on sale

Get tickets to Portland Pirates home games at discount prices through the Employee Activity Committee. Tickets are available in Payroll Monday through Friday, from 0800 to 1630.

Adults	\$7.25
Juniors & Senior Citizens	\$4.25



Plan ahead for 1994

Here's the list of *What's Happening* publication dates for 1995. Use them to plan your needs for publicity.

January 11	July 12
January 25	July 26
February 8	August 9
February 22	August 23
March 8	September 6
March 22	September 20
April 5	October 4
April 19	October 18
May 3	November 1
May 17	November 15
May 31	November 29
June 14	December 13
June 28	December 27

Remember that we'll need your information two weeks prior to the date you wish it to be published. For example, if you want your event or item covered in the issue distributed March 8, you must get the details to Public Information by February 22. The details must be legibly printed or typed, double-spaced and must include the name and extension of a contact person.

Physician joins MMC medical staff

Gordon H. Clark, Jr., MD, MDiv, FAPA, has joined the attending medical staff at MMC.

Dr. Clark is a graduate of Yale University, Pacific School of Religion, and George Washington University, where he earned his MD. He completed his residency and fellowship at Dartmouth-Hitchcock Medical Center.

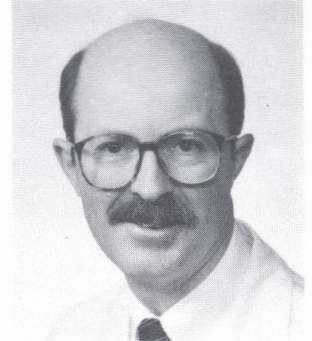
He is board certified by the American Board of Psychiatry and Neurology and certified in administrative psychiatry by the American Psychiatric Association.

Dr. Clark is founding and past president of the American Association of Community Psychiatrists. He is currently president and medical director of Integrated Behavioral Health Services in Portland.

MMC pharmacy director named

Maine Medical Center has named William L. Gousse, RPh, Director of its Pharmacy. He has been Acting Director of the department since May 1993.

Gousse served as MMC's Assistant Director of Pharmacy for Systems and Purchasing since 1972. Prior to that, he was a staff pharmacist in the outpatient pharmacy at Walson Army Hospital at Fort Dix, New Jersey.



Gousse holds a Bachelor of Science degree in Pharmacy from the University of Connecticut. He earned certificates in the American Society of Hospital Pharmacists Hospital Pharmacy Residency program and the VHA Management Institute.

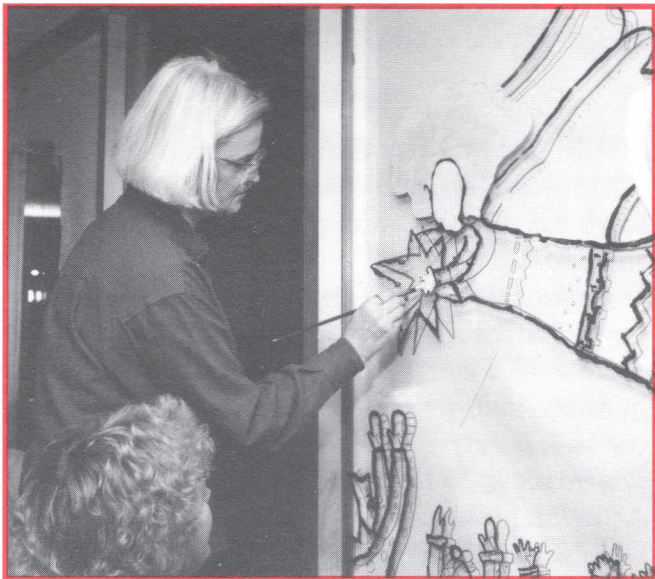
He is a member of the American Society of Hospital Pharmacists, the Maine Society of Hospital Pharmacists, and the Maine Pharmacy Association. He has been president, president-elect, past president, secretary/treasurer, and newsletter editor for the Maine Society of Hospital Pharmacists. Gousse is a recipient of the Society's Marco A. Gasbarrone award as Outstanding Hospital Pharmacist of the Year.

Epilepsy resources available

The Epilepsy Resource Center in Portland is able to help anyone in the state dealing with epilepsy. Many video tapes, brochures, and other resources are available by calling 1-800-660-7832. The phone is answered by someone who has epilepsy.

In addition, there are support groups in Portland, Bangor, and Damariscotta. For specific meeting times and places, call the Resource Center.

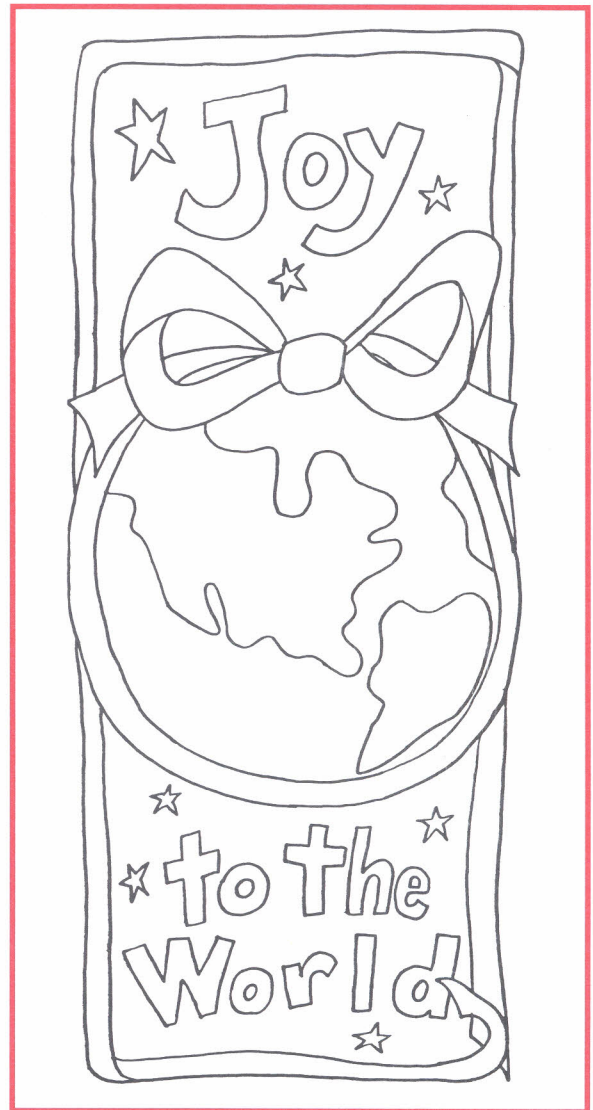
The information is here; just call!



*Season's Greetings
and a
Happy New Year to all!*

Photos by Audio/Visual Resources.





Group explores attitude and sensitivity

An Attitude and Sensitivity Team has been meeting since September to explore ways to create a climate of sensitivity and caring that can be felt by the entire Maine Medical Center community. The team is made up of employees from all over the hospital who are motivated to pursue solutions to some of the concerns expressed in the survey conducted two years ago where "customers" (staff, physicians, and patients) provided feedback regarding a number of service areas. The project team is sanctioned by the CPQI Advisory Committee and hopes to develop recommendations for the hospital by the end of January.

In an effort to explore the attitude and sensitivity around MMC, the team has been inspired by observing or being reminded of employees who seem to project a positive attitude and warm sensitivity to others. A group of these people was invited to a team meeting in November at the Thomas House Library. The team provided breakfast and the invited guests shared thoughts on how they have maintained positive attitudes and sensitivity as well as what we at MMC need to do to expand this climate of caring.

Those invited were: Ellen Murphy, Nursing; Robert McArtor, MD, Family Practice; Janet Alexander, Finance; Carol Ferriter, Social Work; Ed Hawkes, Unit Secretary; Pat Garvin, Nursing; Albert Dibbins, MD, Surgery; Pudge Preston, Materiel Management; Sally Rendall, Volunteer; Eleanor Seger, Training & Development; The Rev. Alexander Cairns, Pastoral Care; Debbie Boroyan, President's Office; Mike Kilmartin, Finance; Donna Libby, Nursing; Barb Ridley, Admitting; and Cindy Luce, Social Work.

SURVEY, FROM P.1

income and education.

- Only half of Portland area adults use their seat belt all the time, a level far below the national average.

- Disease screening, particularly for cancer, is significantly lower in the rural areas than elsewhere.

"History has shown that working together, we can have an impact on public health," said Meredith Tipton, Director of Public Health for the City of Portland. "This survey gathered information never before collected in Greater Portland, and the profile we've developed will serve as a planning tool for the health and human services community."

"This base of information will be helpful in planning prevention initiatives and in evaluating changes in the health status of the community," said Jim Donovan, President of Brighton Medical Center. "It is encouraging that we are able to recognize community health as a priority that knows no institutional bounds, and as an area in which we can often collaborate."

"This unique collaboration of nonprofit hospitals and a public health department demonstrates the community-wide importance of public health," said Don McDowell, President of Maine Medical Center. "It is evident that no one agency or institution has responsibility for the community's health status. These collaborators represent a multidisciplinary team of the provider community, and we hope to serve as a catalyst for community-wide action on health issues."

"We believe that individuals need to have the information and the tools to take more responsibility for their own health," said Mercy Hospital President Howard Buckley. "The survey results and the profile will help highlight how much work we all have to do together as individuals and as providers to truly improve the health of our community."

The survey was based on a well-established format designed by the Centers for Disease Control, with modifications to suit Greater Portland. Market Decisions, Inc. of South Portland conducted telephone interviews with 900 area residents.

Questions related to access to care, routine tests and screenings, health habits and lifestyles, health status, and other issues.

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

Bionaire 200 humidifier with new filter, \$30. Antique mahogany 2' diameter table, \$120 or BO. Sega CD ROM games, \$12 each. Call 799-5084.

DTK Vega 486 SX 33 MHZ, 8 MB RAM, 200 MB hard drive, 3.5" floppy, keyboard, 32 bit vega SVGA card w/IBM RAM, 14" SVGA. 28 noninterfaced monitor, mouse, multimedia/CD ROM kit, HP DeskJet 500, fax modem w/ internal voice and lots of software. \$2,700. Call 773-4773.

FOR RENT

Cape Elizabeth, avail. immediately. Purpoodock Club abuts this lot, cross country ski out your door. 3 BR, 2.5 baths, family room, fireplace, 2 car garage, deck, private backyard, oil heat. \$1,100/mo. + utils. N/S. Call 774-5852 or 772-2127.

2 BR condo, large master BR, smaller 2nd BR, whirlpool, gas heat, 1st floor, parking, W/W, W/D hook-up. \$500/mo. + utils. Call 793-3793.

Room with private bath, walking distance to MMC. Avail. Jan.-Feb. and July-Aug. 1995. \$100/wk. Call 772-6386.

Falmouth, 2 BR, 1 1/2 bath, 2 level apt. in remodeled Victorian period duplex. Hardwood floors, yard, W/D, oil heat, parking. \$850/mo. + sec. dep. Call 781-4703.

3 BR home, Alfred. 5.5 acres, privacy, small barn, daylight basement, gardens. 30 min. to Portland, 10 min. to Exit 4. 2 YO modified saltbox. Pine floors & wainscoting, 2 baths, steam shower room, huge master BR. Seeking professional, resp. renters. \$800/mo., lease option. Call 490-5803.

2 BR, heated apt. Park Ave. \$475/mo. Call 772-3386.

2 BR apt. Congress St. Many windows. \$425/mo., unheated. Call 774-9480.

Brighton Ave. Colonial, pristine condition. Furnished 3-4 BR, 2.5 baths. Oil heat, garage, Jan. 1 to May/June. \$1,000/mo. Call 772-1221.

Victorian townhouse, historical features. 2 BR, LR, DR, K, office/den, 2 fireplaces, side yard, deck, parking, water views. Quiet, convenient street near Eastern Prom. Furnished or unfurnished. Avail. Feb. \$800/mo. incl. all utils. Sec. dep. req. Call 774-4259.

ROOMMATE WANTED

To share my home. Private BR. Female N/S. 3 mile to MMC. Off-street parking. Call 828-0267.

F to share 3 BR Cape on outer Allen Avenue. N/S, no pets. \$300/mo. + 1/3 utils. Call 878-5592.

To share furnished home in Portland. Jan.1-May 1. N/S. 10 min. to MMC. \$300/mo. + 1/2 utils. Call 879-0333.

Quiet NS, M/F to share spacious light-filled apt. near Brighton MC. 2 private rooms. Must see! \$350/mo. + 1/2 utils. Call 772-4861.

CHILD CARE

Occasional evening care for 2 YO. Must have transporta-

The deadlines for announcement-length items and **MARKETPLACE** are December 28 for the January 11 issue and January 11 for the January 25 issue.
All items must be in writing.

tion, refs. Prior experience w/toddlers desired. Call 878-0659.

Mother of one has openings for full- + part-time care in Portland home. Snacks, lunch, flexible hours, refs. avail. Call 772-7145.

WANTED

To purchase used apartment size W/D. Call 828-5246.
"Friendship bread" starter. Call 774-6481.

Radios, VCRs, tape decks, car radios to fix and clean. Call 772-7145.

Subjects needed for estrogen study

- Volunteers must be healthy, post-menopausal women (surgical or spontaneous).
- For this study, only one to two blood samples will be required.
- Volunteers will be compensated \$20 to \$30.

If you are interested, stop by the Endocrine Laboratory to fill out a questionnaire. The Lab is located on the second floor of the Maine General Building.

The Outreach Education Council for Critical Care

presents a 2-day workshop
for nurses

*Multisystem Assessment
Clinical Priorities
in Acute Care*

Friday, January 20 and
Friday, January 27

Dana Health Education Center

For a brochure or to register, call x2290.

What's Happening at MMC

- Jan. 3 Family Practice Unit Open House, 0800-1000 hours, P3CD.
Jan. 3 Weight Watchers series begins. 1200-1300 hours, Tuesdays, Engineering Conf. Room. Call Martha Davoli, x2196.
Jan. 4 Enerjoy series begins. 1210-1250 hours, MWF. McGeachey Gym. Call Susan Spear, x4347.
Jan. 12 Molecular/Cell Biology course, 0730 hours, Auditorium.
Jan. 13 *Resilience Training: Mastering Challenge & Change*. Payson Nursing Lecture. 0800-1600 hours, Dana Center. Call x2397.

Discount ski tickets on sale

Once again, the Employee Activity Committee is offering discount ski tickets for employees.

Sugarloaf

Adult, weekday	\$36.00
Adult, weekend	\$39.00
Junior & Senior Citizen	\$22.00
Teen	\$32.00

Sunday River

Adult, midweek	\$34.00
Adult, weekend & holiday	\$38.00
Junior, anytime	\$23.00

Shawnee Peak

Adult, midweek	\$21.00
Adult, weekend & holiday	\$29.00
Junior & Adult, night	\$16.00
Junior, weekend & holiday	\$18.00

Saddleback

Weekend	\$27.00
Midweek	\$14.00

You'll need weekend tickets for school vacation weeks and holidays. Tickets are on sale in the Payroll Department and are nonrefundable. Please stop by only during these sales times so we can continue to promote the programs: Monday, 0800--1300; Wednesday, 1300--1630; or Friday, 0800--1630.

- 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

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

CENTRAL SUPPLY: Kenneth Renock
CLINICAL ENGINEERING: Darren Vianueva
DATA MANAGEMENT: Carl Lolar
ENDOCRINOLOGY: Gale Dudley
ENVIRONMENTAL SERVICES: Edward Burlock
MMCRI: Mary Holman
MEDICAL RECORD SERVICES: Hope Leblond
NURSING: Tangina Oak, Catherine Sinclair, Kerri Wilson
PEDIATRICS: Gail Morgan
PHARMACY: Gisele Gagnon
TELECOMMUNICATIONS: Brian Dube

*The Flower Box
is open Sundays!*

1100-1500 hours

MCNEIL, FROM P.1

chapters, Dr. McNeil's current research concerns autoimmunity to brain antigens in schizophrenia and major affective illness.

Dr. McNeil succeeds Robert Waterhouse, MD, who has completed his term as President of the Medical Staff.

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