

what's happening

Maine Medical Center
Portland, Maine 04102

Vol. 13, No. 40

May 5, 1982

Medical costs topic of Friends meeting

The Friends of Maine Medical Center will hold their annual Spring Meeting, Friday, May 14, in Classrooms 3 and 4. Coffee will be served at 9:30 AM and the meeting follows at 10 o'clock.

The patient's responsibility in medical cost containment is the topic for the day. Panelists -- Charles Kunkle, M.D., Director of the Division of Neurology; Winton Briggs, M.D.; and Vice Chairperson of the MMC Board of Trustees, Mrs. Herbert S. Holmes, Jr. -- will discuss Medical Cost Containment. Dr. Kunkle, who served three years as chairman of MMC's Ad Hoc Medical Costs Study Committee, will serve as moderator. The panel will present cost containment as a three-way responsibility shared by the hospital, the patient and the physician. They will center their discussion, however, upon what the patient can and should do about the rising cost of medical care. A question-and-answer period will follow.

All Friends are invited, and are urged to bring other friends; the meeting is open to all who are interested.

Friends President Geri Reed will direct the meeting; Marge Clevenger is program chairman.

The Friends receive funds from dues charged to open membership and from memorial funds. Their projects include the anti-boredom cart, puppet program, preview for parents and *The Beat*, a newsletter which is published twice a year.

The Faces of Nursing

They're the faces virtually anyone coming to the hospital for any reason is likely to see. On the units and in the clinics, in operating rooms and in specialty areas, in classrooms and administration, the nurses are always there.

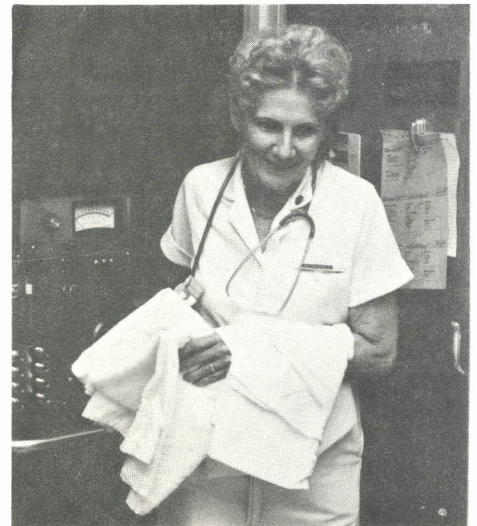
They see MMC's patients perhaps more often and more intensely than any other health professional. They see the faces of the dying and the faces of the newborn, and all the faces in between. The full range of human emotion as displayed in the faces of the patients and their families and friends, is reflected in the nurse's face.

The face of the nursing profession is changing rapidly. Long gone is the starched white nursemaid, and here to stay is the highly skilled health care professional. Today's nurse has a level of initiative and autonomy, an opportunity for collaborative effort and direct patient care involvement unheard of a generation ago.

The depth and breadth of nursing practice is immense, having grown in many directions. There is primary care nursing, which makes the nurse much more involved and much more accountable in patient care. Nursing practitioners, clinicians, and specialists have brought a larger clinical and counseling role to the profession. These changes and others have changed the face of the entire profession.

As nurses deal with their expanded roles, and with the ever-increasing demands of new knowledge and technology, one thing remains constant. As MMC Vice President for Nursing told a gathering of Corporators almost two years ago, "caring has been and continues to be central to the nursing role. Should it be otherwise, it would cease to be nursing."

Nurse's Day May 6 Nurse's Day May 6



Shoot to ~~Kill~~ Win

Enter the MMC Employee
Photo Contest

Details on the bulletin
board near the Pharmacy

A moment to help is much appreciated

A story was recounted to the Public Information Office recently, and it is important enough to bear repeating. "The names have been changed," as the saying goes, in this case primarily to protect the guilty:

There was once a patient -- an elderly lady -- who came to Maine Medical Center for a test ordered by her physician. She arrived and went directly to what turned out to be the wrong place. Someone there told her to go to another place, and when she arrived there she was referred to still another location. After one more suggestion failed, the lady walked into one last office asking for assistance.

This time, she was in luck. The employee she had approached sat her down, got the details, and made a few phone calls to find out where the lady was expected. Because she was worn out from her travels and a bit upset with the treatment she had -- or had not -- received, the employee asked a volunteer to escort the lady to the proper location.

We don't know how often this occurs, but even once is too often. If someone approaches you for assistance or looks confused or lost, please take the time to help. If you can't help them, please find someone who can. This is a big place, especially to people seeing it for the first time. Add to this the natural anxiety they may have about coming here to begin with, and they need all the kindness they can get.

In the final analysis, Maine Medical



NATIONAL LIBRARY WEEK activities at MMC's Health Sciences Library included an open house. Displays of older portions of the Library's collection of books and archival material, examined above by Nursing Staff Development Instructor Lois Bazinet, demonstrations of the MedLine search service, and tours of the facilities were offered at the open house. The Maine Medical Center Library consists of nearly 5,400 books, 9,000 bound journals, and 545 current magazines and journals in the periodicals section. (A/V Photo)

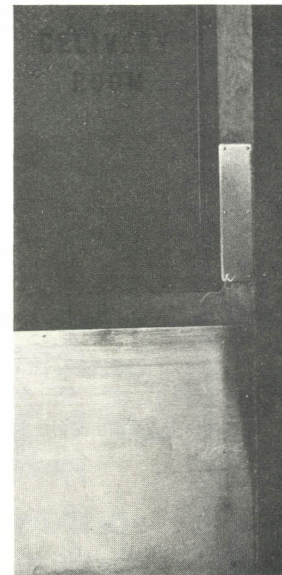
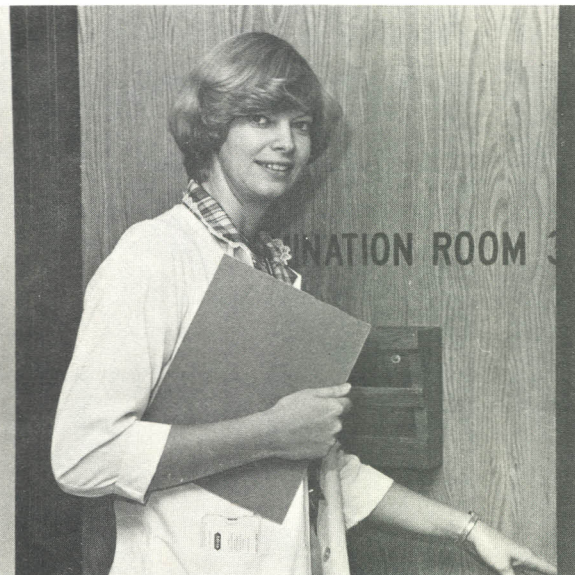
Center's image is in the hands of each and every employee who confronts a member of the public. All the superb medical care and efficient management and responsive programs in the world can be overshadowed in a person's mind by a single act of rudeness or indifference.

And that's a shame.

About People

Audrey Gough, MMC Director of Volunteer Services, has been elected Treasurer of the New England Association of Directors of Hospital Volunteer Services.

Nurse's Day May 6 The Faces of Nursing Nurse's Day May 6



— May

Program set for MMC Honor Night May 19

The invitations are out for Maine Medical Center's 34th Annual Honor Night, which will take place Wednesday, May 19, at the Downtown Holiday Inn. The festivities, held each year to honor employees with five or more years of service to the hospital, will begin with a cash bar at 6:30 PM. A dinner will follow at 7:15 PM.

The evening's program will be hosted by MMC President Edward C. Andrews, Jr., M.D. The gathering will hear brief remarks from Vincent B. Welch, MMC Trustee, Donald A. Leeber, M.D., Director of Nephrology and President of the Medical Staff, and Employee Speaker Alice Rose, Administrative Assistant in the Tumor Registry.

Entertainment will follow them, featuring music by the German Hofbrau Band.

Parking will be available at the Holiday Inn Garage until it is full, and also at the municipal garage beside the Civic Center. The municipal garage closes at Midnight.

Response cards for Honor Night were enclosed with the invitations, and should be returned to Personnel by May 12.

Please Note

The Division of Pulmonary Medicine will have a Bake Sale in the Bramhall Lobby Friday, May 14.



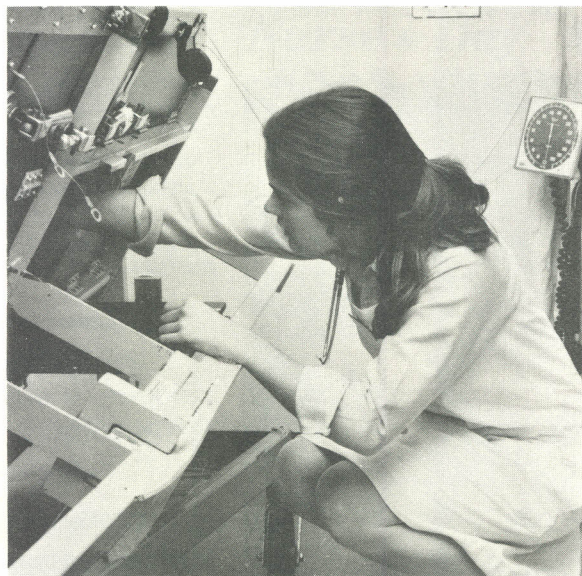
THE EMPLOYEE ACTIVITY COMMITTEE proudly presented its long-awaited Employee Discount Program folder last week. MMC President Edward C. Andrews, Jr., M.D., received the first copy from EAC President Joyce Decesere, Payroll, left, and EAC member and program coordinator Cheryl Libby, Personnel. The folder contains the details of the more than thirty discount offers currently available to MMC employees. Periodic updates will be issued to keep the folders current, and new and special offers will continue to appear in *What's Happening*. (A/V Photo)

EAC News

The Bonanza Family Restaurants on Congress Street and near the Maine Mall are making their trial discount offer permanent. The offer is 10% discount on all menu items, including meals of family members.

Modern Paint and Wallpaper will offer MMC employees with Photo ID cards a 30% discount on all in-stock wallpaper, a 15% discount on paint and 10% on sundries, and 20% on carpeting and flooring. Modern is located at 31 Forest Avenue, and their phone number is 772-7261.

The Faces of Nursing Nurse's Day May 6 The Faces of Nursing



Marketplace

BABYSITTING: Will babysit in my Westgate home. Full time or just for the summer. Have references. Call 775-0477.

FOR RENT: Unfurnished apt. 1 mile from MMC. 2 BR, large LR, huge KT, bath, and porch. \$300/mo., heated. Call 854-5959.

FOR RENT: Gorham -- Fort Hill Road. Exclusive setting. Large home with many historical features. 8 BR, 2 baths. Avail. May through August. Partially furnished. \$1,000/mo. Refs, sec. dep. Call 642-4728.

FOR RENT: Gorham -- Preble Street. Near stores and USM bus. Furnished rooms with kitchen privileges. \$25 and \$35 weekly. Call 642-4728.

FOR SALE: Woodstove. Vermont Castings Vigilant. Ex. cond. \$475. Call 773-0126 after 6 PM.

FOR SALE: Buy almost new and save \$4000. AMF Crestliner Day cruiser. 19' cuddy cabin, inboard/outboard with 120 HP Mercury. Less than 50 hours of fresh water use. Ex. cond. Compass, depth-finder, Holsclaw trailer. Worth \$13,600, asking \$9,600 firm. Call 892-3504.

FOR SALE: Sliding glass shower door. \$25. Call 892-6995 after 4 PM.

FOR SALE: Children's spring and summer clothing. Ex. cond. Sizes 18 mo., 24 mo., and up to 3T. Call 772-5103.

FOR SALE: To bird lover. 3-year-old albino Cockatiel. He can be taught to talk. Includes metal cage and handbooks. Asking \$70. Call 774-7211.

FOR SALE: Atlantic 224 airtight woodstove. Call 773-5844.

FOR SALE: Living room couch in ex. cond. Fabric-covered in beige and brown pattern. Scotchguarded. Price negotiable. For more information call 797-6904.

FOR SALE: Western Prom area. Charming brick townhouse near Waynflete School. 4 BR, DR with china closet, KT with butler's pantry, 2½ baths, basement playroom. New furnace, 3 frpls., hardwood floors, fenced-in yard, parking. \$125,000. Call 775-1284.

FOR SALE: Thomas Jester Color-Glo two-keyboard organ. Ex. cond. \$900 -- bench and books included. Call 282-6845 after 5 PM.

FOR SALE: Coachman 1980 pop-up trailer; sleeps three. Worth new, \$3200; asking \$2000. Call 799-6647 for appointment to see.

GARDENERS: Rototilling cheaper than renting equipment. Manure, lime, greenhouse seedlings, perennials, seeds. Neighborhood rates. Call 797-5199.

ROOMMATE WANTED: In quiet country home. Nonsmoker preferred, must like children. \$45/wk. Call 929-4366.

ROOMMATE WANTED: Male and female looking for female roommate to share 3 BR apt. on State St. \$125/mo. plus utils. Call 774-3784, ask for Tom or Ellen.

ROOMMATE WANTED: Single mother with 1 child desires professional woman to share rent in 3 BR apt. near USM. Call 774-5662 between 9 AM and noon, M-F.

WANTED: Bicycle for 9-year-old boy. Call 775-3064.

WANTED: Junk or old cars. \$100 for your piece-of-junk-on-wheels as long as I am able to drive it home. Call 774-9527 nights; expect speech disorder.

WANTED: All Webber Hospital nursing alumni for banquet and yearly meeting on May 20. To be held at Yokens Restaurant, US1, Portsmouth, NH. Social hour from 6 to 7 PM; dinner at 7 PM. RSVP to June Rogers, 360 Wibird St., Portsmouth, NH 03801.

WANTED: Used trailer for 14 ft. boat. Please call Libby at 781-2854 after 5 PM.

WANTED: Used boy's bike. 16 or 20 in. Call 929-6416 after 4 PM.

what's happening

WHAT'S HAPPENING is published every Wednesday at Maine Medical Center, Portland, Maine 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 Public Information Office, MMC, Portland, ME 04102. Barbara Burns, Editor.

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New Employees

CARDIAC SURGERY: Barbara Campbell

CSD: Louise LaFrance

PULMONARY MEDICINE: Linda J. Franchi

About People

Michael C. Bach, M.D., a member of MMC's Associate Medical Staff in Infectious Diseases, became an American citizen April 30. Dr. Bach was born in South Africa and was a Canadian citizen.

Morphology

THE RULE OF THE WAY OUT

Always leave room to add an explanation if it doesn't work out.

PATTON'S LAW

A good plan today is better than a perfect plan tomorrow.

O'BRIEN'S LAW

Nothing is ever done for the right reasons.

SCHROEDER'S LAW

Indecision is the basis for flexibility.

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