

what's happening

Maine Medical Center
Portland, Maine 04102

Vol. 12, No. 35

April 1, 1981

MGM and Paramount aren't the only ones

Once each year, all nursing personnel at MMC are required to undergo a review of infection control procedures. The review at present consists of a videotape, supporting printed materials, and lecture/discussion. Sounds like a routine, probably dry, dull session, doesn't it? This despite the vital importance of the subject.

Picture, if you will, a nurse looking for all the world like Charlie Chaplain, right down to the mustache and eyebrows. Add background music befitting the silent screen, subtitles instead of the spoken word, and put the nurse through her infection control paces. What you end up with is "Infection Control Review," a 20-minute videotape produced by MMC's Audio/Visual Resources Department for use in the annual review.

Making the routine interesting, the complex simple, and the important understood is the province of the educator and communicator, in this case the production team in the A/V Department. They have responsibility for all A/V materials in the hospital, from videotapes to slide presentations to charts to brochures to photographs. To meet that responsibility, the staff of 12 has the capability to do black and white and color photography, typesetting, graphic design, medical illustration, television production, and both film and videotape production.

"Infection Control Review" is just one of the 25-30 major tape, film, and slide projects produced annually by A/V. An instructional film on the MMC-developed treatment for Paralytic Shellfish Poisoning has been acquired by the Food & Drug Administration, the State of Florida, and several parts

A/V, page 2

Employees briefed on facility plans

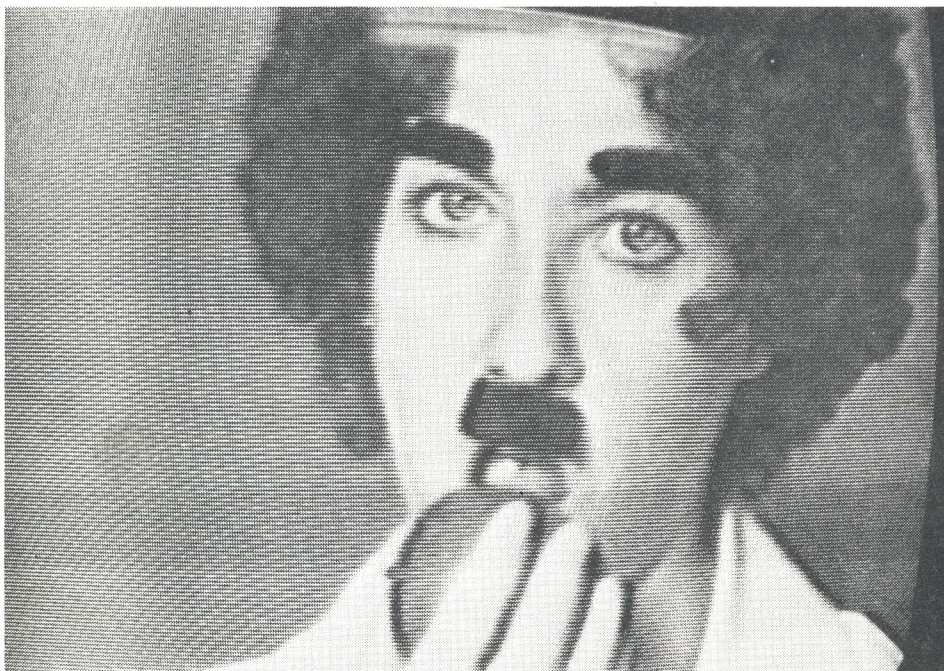
At this point in time nearly every employee of MMC has been offered the opportunity to review the hospital's long range facilities planning program. In more than 30 sessions at several locations throughout the hospital, Associate Vice President for Facilities Planning Reynold R. Welch has briefed employees on the planning in its present phase.

"It is important to make sure that the people who spend so much of their time here understand the magnitude of the planning, and that they realize how seriously the institution is seeking their reactions and input," Welch says.

"A hospital doesn't embark on this type of planning very often, and what we do will have significant influence on the destiny of the hospital. It tends to be a very personal process, and everyone in the institution *should* have a chance to be involved.

"We can't just put it all in a memo or cut a message on tape," Welch says. "We need to get feedback and response." To that end he has been on a marathon of meetings which began in February and have been scheduled at whatever hours necessary to reach as many people as possible in all departments, divisions and services. At each meeting Welch has explained the planning process, the data, program projections and assumptions used by the consultants to determine future facility needs of the hospital. Employees have seen scenarios, or some suggested ways in which the hospital might consider changing or adding space to meet its health care goals.

For those employees who have not been able to attend their own meetings, two catch-up sessions have been scheduled: April 13 at 2:30 PM and April 14 at 9 AM, both in Classrooms 3 and 4.



A STILL FROM "INFECTION CONTROL REVIEW," showing the Chaplinesque nurse about to take a bite of an apple after washing her hands. The educational videotape blends humor with serious subject matter. (A/V Photo)

A/V, from page 1

of the Canadian government. Other films and tapes address in-service training for hospital personnel as diverse as nursing staff and housekeeping aides, and A/V-produced slide shows are staples in the instruction of house staff, nurses, and support personnel. The "More than Medicine" videotape, used as an orientation film, is perhaps the most recognizable product of the department, but other, more specialized material is used every day in all parts of the hospital.

The structure and operation of a large audio/visual department is complex, and Director William Cohen and Instructional Designer Carole Duncan will be at the national convention of the Association for Educational Communications and Technology in early April to present a workshop on the creation and operation of an A/V department.

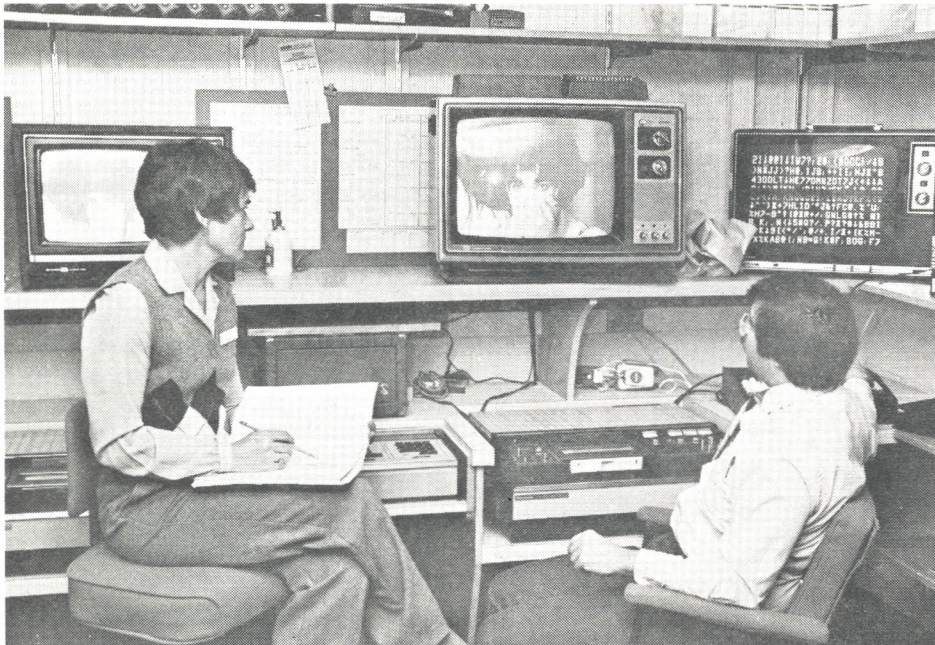
Part of Ms. Duncan's presentation will concern the development of the Audio/Visual Department at MMC. "We've always had medical photography at MMC," she says, "but the department began its greatest growth period in 1975." That was the year the Area Health Education Council, a federal funding agency for medical education, came about. This program allowed MMC to expand its residency program, but carried the stipulation that the hospital develop and maintain high standards in audio/visual support materials to assist the educational

programs.

"We support every educational function in the hospital," Ms. Duncan continues, "from maintaining and distributing A/V equipment to producing complex educational materials." Under William Cohen's direction, the department has tripled its staff, adding a medical illustrator, a graphic artist, a typesetter, and 2 instructional designers, and developed the varied services it offers today. Cohen's presentation will concentrate on the organizational structure of a full-scale A/V Department.

Cohen will make a second presentation at the conference, dealing with Cable TV, satellites, and consortia. Health Education Channel 23, on the Portland Public Cable system, is the product of a consortium of health agencies, and Cohen was heavily involved in its development. The bulk of Channel 23's programming originates from the A/V Department at MMC, and in fact the A/V Department has some of the television production capabilities of a small TV station, including a black and white TV studio where they conduct live call-in sessions over HEC 23.

Virtually every piece of printed material used in the hospital, including brochures, course announcements, posters, displays, charts, and booklets comes from A/V as well. The staff does all the production work, from start to finish. All printing is done by the MMC Print Shop.



A/V DIRECTOR WILLIAM COHEN AND INSTRUCTIONAL DESIGNER Carole Duncan review the scripting and camera work of an instructional videotape in the Department's video room. The equipment surrounding them includes two videocassette decks, a character generator, and assorted TV monitors.

Service award coffee is set for April 27

An Employee Service Award Coffee is scheduled for April 27, 1981, from 9:30 AM to 11 AM, in the Cafeteria Conference Rooms.

Employees attaining five years of service and multiples thereof between January 1, 1981 and June 30, 1981 will be honored for their long service. Approximately 170 employees will be so recognized.

Blood drive: good, but could be better

The Maine Medical Center Spring Red Cross blood drive is over, and it was the best drive since December 1979. A total of 183 people presented, and 160 of them donated. Of these, 18 were first-timers.

Blood Donor Recruiting Committee Chairman Bill Gousse, Pharmacy, is very pleased with the results, and hopes it indicates an upward trend. "My thanks to all the donors," he says, "and to the recruiters who helped bring them in."

Is Gousse content with 160 donors? "Not by a long shot," he replies. "As nice as it is to know there are 183 generous, caring people at MMC, I can't believe that's all." He won't be truly happy, he says, "until we break the '200' mark. If there are 23 people willing to give but unable to, there ought to be at least 23 more who are perfect donors."

The next drive is coming up in June, and Gousse hopes the summer drive will be the one that finally tops 200.

FOOD SERVICE EMPLOYEE OF THE WEEK

is

BETH CORCORAN
DIETARY AIDE

Dr. Simmons elected to national post

Jeannette J. Simmons, D.Sc., part-time Director of Health Education at Maine Medical Center, has been elected to the position of Chairman of the Board of the National Center for Health Education. Dr. Simmons is also a member of the faculty of the Department of Preventive and Social Medicine, Harvard Medical School, and a member of the Advisory Committee on Prevention of Blindness, Helen Keller International.



EMPLOYEES AND VISITORS ALIKE browsed through the Employee Activity Committee Crafts Show recently. Some 47 exhibitors displayed crafts ranging from photography to quilting. (A/V Photo)

NE Cancer Symposium is set for Bangor

The Annual Meeting and Symposium of the Tumor Registrars' Association of New England, Inc. (Maine Chapter) will be held April 23 and 24, 1981 at the Bangor Hilton, Bangor, Maine.

The Welcome and Introduction of Speakers will be made by Alice Rose, MMC, President of the Maine Chapter. A panel discussion by Headley Parrot, M.D., Oncologist; Michael Solomon, M.D., Obstetrician & Gynecologist; Frank Chapman, M.D., Pathologist; Sally Perry, Protocol Coordinator; and Nadine Bullion, M.S.W., Oncology Social Worker, all of Eastern Maine Medical Center, will cover "Ovarian Cancer."

Demetrius Traggis, M.D., Pediatric Oncologist, EMMC, will begin the afternoon program, speaking on "Acute Leukemia of Childhood," followed by Philip Brooks, M.D., Oncologist and Hematologist, EMMC, discussing "Myeloma." Rounding out the program, Peter Lambert, M.D., Radiation Therapist, EMMC, will speak on "Radiation Therapy of Pelvic Malignancies" and Don Maunz, M.D., Surgeon, EMMC, will discuss "Bowel Cancer."

The schedule for Friday includes a talk by Robert Lester, Pharmacist, Arthur R. Gould Memorial Hospital, on "Marijuana - An Adjunct to Treatment?"

For registration information, contact Lorraine Dow, Treasurer, Cancer Registry, Maine Medical Center, x2130, before April 8th.

Two more businesses join discount plan

The Employee Activity Committee announces two additions to the Employee Discount Program. *L. C. Andrew*, in South Windham and Topsham, will give MMC employees with photo ID cards a 5% discount on all purchases made through its retail store, Custom Home Division, and Log Home Division. The discount applies to all merchandise, including custom homes and log homes, except for sale items. The retail store has a 5% "cash and carry" discount already, so the total discount available for MMC employees is 10%.

The *Royal River Racquetball Club* is offering MMC employees discounted membership fees, as follows: Individual \$50, Couple \$80, Family \$100 (family of 3; \$10 additional for each additional family member 18 or under), and Senior Citizen (65+) \$25. The RRRC has racquetball courts, exercise room, locker rooms, lounge, bar, and light refreshments.

The Language Bank needs volunteers

The Language Bank -- MMC's roster of people proficient in languages other than English -- is running low on Spanish. And Spanish, according to Assistant Vice President for Administrative Services David I. Lieberman, is one of the languages for which we have frequent requests.

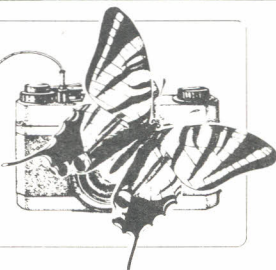
People whose names are in the bank have volunteered to be available when we need to communicate with a non-English speaking patient or visitor. The need may be on an emergency basis or the hospital may have ample notice that someone needing a translator is to be admitted. Volunteers, ideally, are working all hospital shifts and are, therefore, available when various language skills are required. Many employees have indicated their willingness to be called at home when necessary.

Currently 50 people are listed in the language bank; 26 are hospital employees and 24 are from the Greater Portland community. Languages spoken include: Croatian, Czechoslovakian, Danish, Dutch, East Indian, Filipino, Finnish, French, German, Greek, Italian, Hindu, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish and Vietnamese. People who know sign language are also available.

The Public Information Office is presently updating the Language Bank. The process has revealed that, due to shift and staffing changes, volunteers who speak Spanish are spread thinly over the week. Some individuals, especially day-shift people, are being called upon too frequently. There is a similar need for more volunteers who speak Vietnamese and those who know sign language.

Persons interested in joining the Language Bank should contact the Public Information Office at 2196. They will be put in touch with a health care professional for a detailed briefing on duties and responsibilities of translators.

**MMC
Employee
Photo
Contest**



**IF YOU
WANT TO WIN,
YOU HAVE TO
GET IN!**

Marketplace

FOR RENT: Lakefront cottage on Little Sebago Lake, No. Windham. 3 BR, h/c water, dishwasher, washing machine, frpl. with wood supply, aluminum boat. Seasonal rental from June 15th to Sept. 15th. \$2,800. Call 203-377-5690.

FOR RENT: Furnished or unfurnished room in Victorian home, 130 Park St., Portland. Kitchen privileges. \$45/wk., sec. dep. and refs. Call 774-0187 or 767-3608.

FOR RENT: 5 room apt., heated, newly renovated, close to MMC; ideal for 2 or 3 nurses. \$375/mo. Call 774-8850.

FOR RENT: Bramhall Square, near MMC, large 1 BR apt., modern bath, kitchen, newly painted, carpeted, 3rd floor, no pets. \$265/mo. includes utils., sec. dep. Call 774-3880.

FOR RENT: 2 room apt. in old Victorian house, 151 Pine St., Portland. Stove, refrig., ceramic bath, clean, comfortable. Includes heat, hot water, parking. Non-smoker preferred. Call 773-0123 or 773-0133.

FOR SALE: 10-piece brown velour modular sofa (includes 2 ottomans). Only 6 months old. \$500. Willing to sell 5 pieces as a sectional sofa for \$300. All pieces are in ex. cond. Call 767-3664 before 2 PM.

FOR SALE: 1975 yellow Toyota Celica S.T., automatic, AM/FM radio. Immaculate interior, ex. running cond.. \$2,400. Call 773-5449 after 5:30 PM.

FOR SALE: 1980 Can Am trailbike, 400 cc, 5 speed, \$1,200. Call 793-8198 eves.

FOR SALE: 8-foot pram, fiberglass, two rowing positions, used one season, ex. cond. Call 865-3060.

FOR SALE: 1977 Pontiac Phoenix, 4 door, gray with red vinyl roof, 39,000 original miles. \$2,750. Call 772-2666.

FOR SALE: Stage guitar amp. in ex. cond., model S-400 [2-10], by Urichord. 90 watts. Call Laurel at 934-9596.

FOR SALE: 1980 Buick Skylark, silver and gray, automatic, AM/FM quadraphonic stereo, 6 cyl., 4-door, 25 MPG. \$5,700. Call 637-2415 eves.

FOR SALE: 12 foot classic whitehall pulling boat. May be rigged with gaff sail as cat boat. \$1,200. Call 773-5375.

FOR SALE: 1980 15 ft. Chrysler Dagger sailboat, used one season. \$1,300. Call 892-3281 after 6 PM.

FREE: 2-year-old AKC registered Springer Spaniel, male. Black and white. Ex. watch dog. No experience with children. Call 797-4824.

ROOMMATE WANTED: Male seeking to share house. Parking, carpeting, washer & dryer, all utils. Pets okay. Call 797-0384 from 9 AM to 9 PM.

WANTED: Couple seeks June rental. Looking for spacious home, 4+ bedrooms, ocean locale preferred. Call 772-1642.

FOR RENT: 1 or 2 BR apt. intown Yarmouth. \$225/mo. plus utils. Call 774-6008.

FOR RENT: Vaughan St. apt., third floor, 4 rooms, bath, frpl., appliances, laundry, parking. No pets, refs. req. \$350/mo. plus heat (elec.). Call 773-4486 eves.

Nursing scholarships open for application

The Scholarship and Loan Committee of the Department of Nursing is accepting applications for scholarship for its June meeting. Applicants must have been employed by Maine Medical Center for five months and should provide evidence of enrollment in an accredited nursing program (for example, MS, BS, AD, Diploma, LPN). Application forms and further information may be obtained from the Staff Development office (2397). Deadline for submission of all materials is May 15, 1981.

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 the Editor, Public Information Office, MMC, Portland, Me., 04102. Barbara Burns, Editor.

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Nursing educational offerings

● *Gynecological Series: The Psychological Impact of Infertility*, Ann Marean, RN, MS

April 8, 1981 3:45-4:45 PM
R8 Conf. Room

● *LPN Continuing Education Series: Burnout Among LPN's*, Peg Bradstreet, RNC, MS

April 8, 1981 4-5 PM
Cafe Conf. Rm. C

● *The Patient with an Aneurysm*, Stephen Klein, M.D.

April 8, 1981 3:45-4:45 PM
Clrm. #3

● *Medical Nursing Grand Rounds: Cultural Barriers in Nursing Care*, presentation by the staff of P6 and P1A.

April 8, 1981 12:30-1:30 PM
Clrm. #3

New Employees

ACCOUNTING: Bert Lance

ADMITTING: Michael Petit

A/V RESOURCES: Walter Cronkite

COPY CENTER: Daniel Ellsberg

FINANCE: David Stockman

FOOD SERVICES: Stewart Smith

HOUSEKEEPING: Nancy Reagan

INTERNAL AUDITING: Robert Vesco

PHYSICAL THERAPY: Lou Ferrigno

PLANNING: Gordon Browne

PUBLIC INFORMATION: Rupert Murdoch

SECURITY: Zbigniew Brzezinski

SPEECH THERAPY: William F. Buckley

RISK MANAGEMENT: Gerald R. Ford

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