

Special Birthday Ride



Isabel Webb, a volunteer at Baptist Memorial Hospital-DeSoto for 15 years, has logged more than 15,000 hours at the hospital during that time. Jon Bonds, pilot and analyst at Baptist DeSoto's Information Systems department, wanted to give the person many Baptist DeSoto colleagues call "Miss Isabel" a special present for her 86th birthday. So, he took her for an airplane ride over the area so she could see Memphis and the new Baptist DeSoto bed tower by air.

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leader@bmhcc.org

Health Care Observances

Month-Long Observances

Alcohol Awareness Month
 National Autism Awareness Month
 Cancer Control Month
 Child Abuse Prevention Month
 Counseling Awareness Month
 Donate Life Month
 National Facial Protection Month
 National Foot Health Awareness Month
 National Humor Month
 National Occupational Therapy Month
 Sports Eye Safety Month
 Women's Eye Health and Safety Month
 Youth Sports Safety Month

April 15-21: National Electroneurodiagnostic Week
 April 15-21: National Heimlich Maneuver Week
 April 15-21: National Minority Cancer Awareness Week
 April 20-22: National Youth Service Day
 April 21-28: National Infant Immunization Week
 April 22-28: Administrative Professionals Week
 April 22-28: Healthcare Administrative Professional Week
 April 22-28: National Healthcare Volunteer Week
 April 22-28: National Medical Laboratory Professionals Week
 April 23-29: Medical Fitness Week

Recognition Days and Events

April 14: International Moment of Laughter Day
 April 16: World Voice Day
 April 25: Administrative Professionals Day (formerly Professional Secretaries Day)
 April 25: International Noise Awareness Day
 April 28-29: March of Dimes WalkAmerica

Week-Long Observances

April 8-14: Patient Advocacy Week
 April 9-15: Health Information Privacy and Security Week

GuideStone Annuity Representative Schedule

Dates and times are subject to change. Please contact your facility's Human Resources office for information. Metro colleagues can contact Scott Ward at 901-226-3518, and regional colleagues can contact Ken Peavy at 901-226-3516.

April 16Baptist Memphis
 April 17Baptist Corporate
 April 18Baptist Medical Financial
 April 18Baptist Union City
 April 19Baptist Trinity
 April 23Baptist Memphis
 April 24Baptist Memphis
 April 25Baptist Women's Hospital
 April 25Baptist Huntingdon
 April 26Baptist Union County
 April 27Baptist Collierville
 April 30Baptist Memphis

Special Presentations

GuideStone representatives will introduce a new Roth 403(b) deferral and MyDestination Funds at the following facilities. Dates and locations are subject to change. Contact your Human Resources representative for more information.

April 17Baptist Corporate
 April 18Baptist Medical Financial
 April 18Baptist Union City
 April 25Baptist Huntingdon
 April 30Baptist Memphis

There is no fear in love; but perfect love casts out fear.

1 JOHN 4:18

BMHCC Helpline/Hotline (877) BMH-TIPS

If you have a question about legal or regulatory requirements, suspect any violation of BMHCC Standards of Conduct, legal or regulatory requirements or suspect that anyone is committing acts of patient abuse in any form, call (877) BMH-TIPS. Reports to the hotline may be made anonymously. Calls are handled confidentially to the extent allowed by law. Baptist does not tolerate retaliation for reports made in good faith. It is the policy of Baptist Memorial Health Care to admit and provide services to patients and guests without distinction due to race, color, age, religion, sex, national origin, handicap or disability. Marilyn Dunavant is Baptist's corporate compliance officer.

Internet and E-mail Precautions

Spyware

Spyware is a form of malicious software that is usually covertly loaded on a computer for the purpose of illicitly obtaining information. During the past few years, spyware has evolved to become a significant threat to both users and computer systems. Spyware is often inadvertently downloaded while surfing the Internet or through a malicious e-mail. Many spyware programs involve a "keylogger," which records the keystrokes of the user and sends that information back to the spyware's creator. Spyware can be used to record a user's sign-in and password. It can also be used to steal personal information, such as Social Security numbers, bank account information or credit card numbers.

Baptist maintains continuous and multi-layered efforts to detect spyware, viruses and other malicious software. Because spyware comes in multiple forms and through multiple means, it is very difficult to detect and is an ever-changing problem.

Tips:

- Whether at home or at work, users should be especially cautious when:
 - Surfing the Internet, especially if accessing unfamiliar sites.
 - Responding to pop-up ads while surfing the Internet.
 - Opening e-mails if the user is not absolutely certain of the origin of that e-mail.
 - Following links that are in an e-mail (it is usually safer to type in a known Internet address).



Bob Gordon, right, executive vice president and chief administrative officer of Baptist Memorial Health Care, and Scott Fountain, left, senior vice president and chief development officer of Baptist Memorial Health Care, present a check to AGAPE Child & Family Services Executive Director David Jordan. The \$10,000 Baptist Memorial Health Care corporate gift benefits AGAPE's Families In Touch program, which provides housing and job skills training to women who are referred to the agency from emergency shelters, clinics and hospitals. In addition, Baptist has formed a partnership to provide other services such as prenatal care and educational opportunities. AGAPE provides transitional services to pregnant women, and Baptist's contribution will go toward financial assistance to homeless pregnant women by providing emergency clothing, food and shelter.

Epicardial Fat: What's It Doing There?

In conjunction with Research Week, April 16-20, Baptist Clinical Research Center and Baptist Center for Education and Organizational Development present "Human Epicardial Fat: What is it Doing There?" The seminar is for all health care professionals interested in clinical research. Harold Sacks, M.D., will conduct the seminar, which includes discussion of the anatomy and physiology of epicardial fat.

The seminar will be in Baptist Memphis Seminar Rooms 2-5 from 11:30 a.m. to 12:30 p.m. Tuesday, April 17. CME, CEU and TNA credit is offered. There is no preregistration for this seminar. Call Leigh Jackson at 901-226-1675 or Pam Kopchak at 901-227-0656 for information.

Baptist Names New Chairman Of Medical Executive Committee

Baptist Memorial Health Care recently named Dr. Thomas D. Greenwell Jr. as the organization's new medical executive



Thomas Greenwell Jr.

committee chairman, where he will represent the metro-Memphis medical staff, which includes physicians who practice at Baptist Memorial Hospital-Memphis, Baptist Memorial Hospital-DeSoto, Baptist Memorial Hospital-Collierville, Baptist Memorial Hospital for Women and Baptist Rehabilitation-Germantown.

In this role, Greenwell will help coordinate and oversee all metro-Memphis medical staff activities, including developing plans and managing processes to measure, assess and enhance clinical

Baptist Receives Grant from McKesson Foundation

The McKesson Foundation recently awarded Baptist Memorial Hospital for Women a \$15,000 grant to provide educational materials and equipment for low-income mothers.

Specifically, the grant allows the hospital to develop an equipment loaning program for low-income mothers who have newborns with special needs, such as spina bifida, low birth weight and heart conditions. Car beds designed specially for these infants will be loaned to families and will be exchanged for regular car seats when the infants' conditions improve.

Scales to monitor infant weight gain, electric breast pumps and breast pumping kits will be avail-



able to allow premature babies the opportunity to breastfeed, which can shorten their hospital stays. The grant also provides for two "Ready-or-Not Tot®" parenting simulators and community outreach programs, including a preteen abstinence program and a

able to allow premature babies the opportunity to breastfeed, which can shorten their hospital stays. The grant also provides for two "Ready-or-Not Tot®" parenting simulators and community outreach programs, including a preteen abstinence program and a

baby-sitting course.

"This grant allows us to fulfill our mission of being a resource for helping new mothers care for their infants," said Anita Vaughn, CEO and administrator of Baptist Women's Hospital.

Service First Council of Baptist North Mississippi Provides Customer Service Training

The Service First Council of Baptist Memorial Hospital-North Mississippi is providing training sessions for their colleagues on customer service. In January, the Baptist North Mississippi Service First Council began a series of educational seminars to introduce all colleagues to three concepts that will be implemented throughout the hospital to help create a culture of excellence. The concepts are scripting, rounding and service recovery. The sessions include role playing by council members to demonstrate acceptable and unacceptable behavior toward all customers. Training handouts, a visual presentation and music accompany the training sessions.



outcomes. He will be responsible for enforcing medical staff bylaws, procedures and hospital rules and regulations, as well as implementing metro system policies.

From Bones to Herbs

Baptist Memorial Hospital for Women will host a free community seminar called "From Bones to Herbs" on Tuesday, April 17 from noon to 1 p.m. in the hospital's educational classrooms.

Led by John Bridges, director of pharmacy for Baptist Women's Hospital, the seminar will explore three important health topics: osteoporosis, herbal therapy and medication safety.

Affecting 28 million Americans, osteoporosis contributes to an estimated 1.5 million bone fractures a year. One in two women and one in five men older than age 65 will sustain bone fractures because of osteoporosis. This seminar examines prevention and treat-

ment options for the disease.

Worldwide, herbal therapies are readily available and gaining popularity. The seminar also will present pertinent findings about the efficiency of popular herbs and outline potential health concerns.

In addition, participants are asked to bring all current medications because pharmacists will be on hand to evaluate all medications and give each participant a complete medication profile.

Reservations are required and can be made Monday through Friday, 9 a.m. to 5 p.m., by calling 800-4-BAPTIST or 901-227-8478.

Baptist Memphis Sponsors Adult Diabetes Support Group

Baptist Memorial Hospital-Memphis is sponsoring a monthly support group for adults diagnosed with diabetes. The meetings are free and open to the public.

The group will meet the second

NEWS AND EVENTS

Thursday of every month at 7 p.m. in the Ann L. and Joseph H. Powell Library, located in the physicians' office building adjacent to the hospital at 6025 Walnut Grove.

"Finding out you have diabetes can be scary and confusing," said Molly Dyer, manager of diabetes education for Baptist Memphis. "This support group is a way for diabetics to learn more about the disease, share experiences and see others living long and fulfilling lives."

Designed to benefit both the newly diagnosed and those who have been living with the disease, the support group provides a comfortable setting for discussion, education and encouragement. Spouses and family members are encouraged to attend. No reservations are needed.

According to the American Diabetes Association, more than 20.8 million adults and children in the United States are diabetic. Around 14.6 million have been diagnosed with the disease, but 6.2 million have yet to be diagnosed and are unaware they are diabetic.



BCHS Students Load Backpacks With Food

Students from the Baptist College of Health Sciences load the backpacks for children of the downtown Porter's Boys and Girls Club with food at the Food Bank. The backpacks full of food are given to the children to take home on the weekend and bring back the next week. Read more about the program in the next edition of Baptist Leader.

LEADER'S CORNER

Five Questions with Paul Betz



Paul Betz, Administrator and CEO, Baptist Memorial Hospital-Tipton

Like many of the communities Baptist Memorial hospitals serve, the Tipton County area is growing.

More people are drawn to its landscapes and

lifestyle, not to mention services and schools.

The result has been a development and population boom to the tune of an increase of nearly 20,000 people since 1990.

Tipton County is a place where people want to live and will continue to need new resources to support their quality of life. They want parks and ball fields. They also want restaurants and places to shop.

But they also need a place to go when they're sick, especially in an emergency situation.

Baptist Memorial Hospital-Tipton's Emergency department is on pace to see more than 20,000 patients this year. Because of the growth of the community and a demand for medical care, our ER visits will continue to increase. To continue meeting our patients' needs, we must put ourselves in our patients' shoes and recognize their fear and anxiety. We must also be ready to treat them quickly and efficiently, which has caused us to address space and

capacity issues in our Emergency department.

One area where we addressed space is by building out some closets and using other areas to create additional treatment space. We have also added physician coverage during peak times, unit secretaries and registration clerks. We have also begun Experience Critical, Baptist's ER nontraditional volunteer program, to address the needs of our patients and guests while they are in the waiting area. We also added programs and protocols to speed up the process, including triage protocols and registration-initiated treatment.

Because of our patient volume and space constraints, the Emergency department is a big weight on our overall patient satisfaction, and through the efforts of our ER staff and physicians, we're beginning to realize some positive results.

Our ER's average throughput time last year was 156 minutes, about 10 minutes longer than our current average. As of February, our patient satisfaction numbers in the ER have improved more than three-tenths of a point, from a baseline of 3.12 to a rolling three score of 3.38.

There are always challenges in the ER, and there are always opportunities to enhance our level of care. But this starts with our staff and physicians.

Whether our ER was in a coat closet or a gymnasium, our patient satisfaction would not show improvement without the efforts of our staff and physicians treating our patients like they would want to be treated.

For me, Baptist's biggest priority is providing the best possible care to our patients.

When I'm not working, I enjoy spending time with my family, cycling or fishing.

The best piece of advice I received was from my father, who told me to find a job that would always be around in some way, shape, or form.

I knew I wanted to be a Baptist colleague when I recognized the commitment Baptist has to the communities it serves.

The thing I enjoy most about working at Baptist is working with talented people dedicated to the needs of our patients.

Baptist Offers Weight Loss Options

Recent surveys show that as many as 65 percent of American adults are overweight or obese.

Baptist has resources for those seeking a lifestyle change to be fitter and healthier.

The Baptist Weight Loss Center and Baptist Women's Hospital's RENEW program educate and inform people willing to make a change toward leading a healthier life.

The options are simple. Patients can choose the 12-week counseling and education program offered through RENEW or may consider counseling and education coupled with weight loss surgery. The second option may be more attractive to people who have tried diets and exer-

RENEW
Class begins April 16
Call 901-227-9133 for information

Baptist Weight Loss Center

Free educational seminars on surgical weight loss options
WHERE: Baptist Memorial Hospital-Memphis Seminar rooms 2/3
WHEN: 10 a.m. April 14
7 p.m. April 23
7 p.m. May 7
10 a.m. May 19
7 p.m. May 31
Call 901-226-LOSE

Baptist Memorial Hospital-North Mississippi will host a seminar from 7-8:30 p.m. May 22 in the Cafeteria Conference Room.

cise programs repeatedly, but are unable to achieve or maintain their desired results.

"Many people call the BWLC and ask about the Baptist diet – we don't offer a diet, we offer resources for our patients to change to a healthier lifestyle," said Gina Rogers, program

coordinator for the BWLC. "We educate our potential patients through seminars so they fully understand their options before making a decision."

RENEW

Baptist's RENEW program is a 12-week program that helps patients deal with the interpersonal, emotional and lifestyle issues that often result in obesity. Partnering with a clinical psychologist, registered dietitian, registered nurse and certified fitness trainer, the program considers the emotional and physical factors that may be causing a patient's obesity.

The RENEW program helps participants through weekly sessions that address topics such as goal-setting, nutrition, increasing physical activity, conflict resolution, developing a support network and relapse prevention.

For information, call 901-227-9133.

Baptist Weight Loss Center

Baptist's weight loss centers at Baptist Memphis and Baptist Memorial Hospital-North Mississippi are accredited as Centers of Excellence by the American Society for Bariatric Surgery. The centers are for those suffering obesity to the point where surgery may be an option.

"Before anyone can go see the doctor, they must attend a seminar to learn more about their options," said Rogers. "Our center is two-fold: We offer a surgical solution for weight loss, and we also refer those not interested in surgery to the RENEW program."

Surgical options include gastric bypass and laparoscopic band, and are usually limited to patients who weigh at least 100 pounds more than their ideal body weight. For information, call the Baptist Weight Loss Center at 901-226-LOSE.

Grant to Establish Low Vision Equipment Library at Baptist Rehabilitation-Germantown

The Baptist Memorial Health Care Foundation received a \$30,000 grant from the H.W. Durham Foundation to establish a low vision equipment library at Baptist Rehabilitation-Germantown.

The first in the Mid-South region, the library will serve as a resource for patients with low vision— a visual disability that cannot be corrected with eyeglasses, contact lenses, medicines or eye surgery. Low vision can be caused by a number of eye diseases and health conditions, such as macular degeneration, cataracts, glaucoma and diabetes. In early 2004, Baptist Germantown established a low vision rehabilitation program, which consists of training individuals to maximize use of their remaining eyesight through a variety of techniques, including the use of optical and nonoptical devices and techniques to perform daily living tasks.

Specifically, the library will provide an equipment loaner program to include lens systems, such as magnifiers and telescopes, as well as advanced optical devices such as electronic magnifiers. Optical devices allow a person with low vision to see objects or images more clearly, allowing them to perform more activities of daily living. Patients will receive training with appropriate equipment in a clinical setting before they can borrow any devices.

"We are excited about this new project," said Susan Stralka, administrator and CEO of Baptist Germantown. "This library is an extension of our commitment to give patients the tools needed to achieve the highest level of independence possible."



Baptist Foundation, Baptist Trinity and Center for Education and Organizational Development Partner for National Teleconference On Grieving and Loss

Karen Pope, specialist at Trinity Hospice Bereavement Center, speaks during a panel discussion at a national Hospice Foundation of America teleconference at Baptist Memorial Hospital-Memphis. The conference highlighted the recent theories on loss and grief as experienced by people throughout a life-limiting illness and survivors after the death. A panel discussed such topics as anticipatory grief and mourning; life review; funerals, memorials and other rituals and their importance in the grieving process; new insights and developments in our understanding of grief; implications for practice, including effective interventions; and the importance of self-care for professionals.

CLASSIFIED ADS

CLASSIFIED AD GUIDELINES

Classified ads are published as a service to Baptist colleagues in each edition of Baptist Leader. Submissions for each edition of Leader must be received by 2 p.m. on the preceding Monday. For any ad, please include work number and location for verification purposes and **one non-work number for publication**.

Ads run at least once, and will run as space allows. New ads will receive preference over repeat ads. Services and goods offered must be legitimate and legal, and Leader cannot be responsible for misprints, omissions or false advertising. All ads may be rejected at the discretion of Baptist Memorial Health Care administration or the editor.

Ads for services and goods must be offered or wanted by Baptist colleagues, individuals or independent contractors. Franchises, other non-independent services, medical, dental and other clinical services are not eligible for classified ads.

To submit an ad, e-mail leader@bmhcc.org or fax to 901-227-3516.

YARD SALE

- Moving sale at 5003 East Shore Drive in Coro Lake subdivision from 8 a.m. to 5 p.m. April 28. Clothes, furniture, toys, beds and three-piece living room set for sale.

HOUSEHOLD

- Kenmore large capacity electric dryer, Admiral heavy duty super capacity washer, \$250. Call 662-869-3291.
- Solid oak executive desk, \$250. Call 901-314-1657 and leave a message.
- Two wingback chairs; one hunter green leather with matching ottoman, one tapestry of colors, both in excellent condition, \$195. Call 901-754-4504.
- Solid oak queen pedestal bed, large drawers under bed, lighted headboard with storage, oak drawers and large cabinets on each side of bed, like new, \$1,800; large solid oak computer desk with hutch, beautiful carving on cabinet, excellent condition, \$650; like new queen mattress set, \$350; sofa and matching side chair, neutral color with small sage and rust pinstripe, memory foam seat cushions, three months old, excellent condition, \$950. Moving, must sell. Call 662-297-4422.
- Two premium quality Kenmore appliances, 30-inch free-standing smooth-top electric range, \$325; matching stainless steel and black micro-

hood, \$150. Call 662-449-1458.

- Four-piece dining room set for sale, \$200; sage green sofa and loveseat, \$200. Call 901-643-6873.
- Rocker/recliner, dark green with suede material, comfortable and in good condition, \$125. Call 901-230-6835.

MISCELLANEOUS

- Hobby airbrush equipment, Badger 3.5-amp air compressor, 28 psi with auto shutoff; also Paashe Model H airbrush sprayer with eight-foot hose, like new, \$150. Call 901-362-1250.
- Peavy sound equipment for sale, includes large mixing board with carrying case, two large speakers with speaker stands, microphone and stand, two monitors and Sony tape deck, \$1,500. Call 901-262-7642.
- Sony television, 60-inch, \$1,000. Call 901-262-7642.

SERVICES

- Tree service, cut down big or small trees, haul off all debris, excellent clean up, insured for all tree work. Call 901-461-6075.
- Affordable auto repair, A/C work, brakes, tune-ups, engines, transmissions and electrical. Call 901-907-0321.
- Ceramic and natural stone tile installation, references available, call 901-277-2523 for information.
- Disc jockey service, any type of music, discount for Baptist employees, available for anniversaries, birthdays, weddings or any other special occasion. Call 901-650-7481.
- Home improvements, interior and exterior painting, sheetrock repair, decks, fencing, siding and flooring. Call 901-756-4002.

VEHICLES

- 1999 GMC Jimmy SLS, 2dr, 4WD, V6, AM/FM/Cassette/CD, all power, red, 92,000 miles, excellent condition, \$4,750. Call 901-489-0735.
- 2000 Ford Focus, 4dr, burnt orange, runs well, \$3,500. Call 901-332-8584 and leave a message.
- 2000 Dodge Durango, taupe with dark gray interior, 4wd, CD, third row seats, new tires, great condition, \$7,000. Call 901-857-6202 after 3:30 p.m.
- 2003 Acura RSX, taupe, 42,000 miles, 4 cylinder, 5 speed auto, power, cruise, tilt, leather, AM/FM/CD, power moonroof, one owner, smoke free, all service performed at Acura of Memphis, \$15,900. Call 901-413-1288.
- Honda CBR 929RR, Erion Racing edition, 5,100 miles, excellent condition, \$6,200 OBO. Call 901-258-8626.
- 2002 Toyota Camry XLE, white with tan interior, leather, sunroof, heated seats, 6-disc CD changer, great condition, 73,000 miles, \$12,500. Call 901-229-0822.
- 1997 Saturn SL2, 4dr, beige, auto, AM/FM/Cassette 116,000 miles, good condition, very dependable, \$2,780. Call 901-489-0735.
- 2004 Yamaha V-Star 1100 Classic, like new, candy red and tan, Yamaha billet footrests, windshield with

leather case, sissy bar, backrest, rear seat, big bar crash and engine guards, large Saddlemen bags with chrome mounts, custom low-rider seat and stock seat, includes like new his and her Fulmer full face helmets, \$8,750. Call 901-414-9039.

REAL ESTATE

- Rental home for sale, currently leased and occupied, call 901-380-0870 for details.
- Germantown home for sale, 4 BR/2.5 BA, newly renovated, new stainless appliances, granite counters in kitchen, new hardwood floors, carpet and tile, bonus room over garage, large fenced in back yard. Call 901-229-0229.
- Somerville home for rent, 3 BR/1 BA, LR/DR, large den and kitchen, hardwood floors, appliances, \$700 per month plus one month's rent deposit. Call 901-412-2897 for information.
- Walnut Grove Lakes subdivision home for sale, 3 BR/2 BA, large eat-in kitchen, dining room, living room, double garage with additional storage, lake privileges and access to parks. Call 901-752-6085.
- Home for sale at 815 N. Watkins Street in Vollintine area, 3 BR/1.75 BA, 1,050 square feet, completely remodeled throughout, new paint and carpet, remodeled kitchen with all new appliances included, new washer and dryer included, master bedroom with private bathroom and walk-in closet, fireplace, central heat and air, fenced back yard and storage building, \$89,500. Call 901-488-8579.

PETS

- AKC registered Brittany spaniel puppies, liver and white female, \$200; orange and white male, \$150; shots and wormed. Call 662-429-5407.
- Female cockateel with cage and stand, free to good home. Call 901-377-8651.

Baptist Partners with American Cancer Society To Host Prostate Cancer Support Group

Baptist Centers for Cancer Care is partnering with the American Cancer Society to host a prostate cancer support group, Man to Man®. The group will meet Thursday, April 19 at 6:30 p.m. in the Ann L. and Joseph H. Powell Library, located in the physicians' office building adjacent to the hospital at 6025 Walnut Grove. Monthly support meetings will be held on the third Thursday of each month in the Powell Library at 6:30 p.m.

For more information, please call the American Cancer Society at 901-725-8620 or the Baptist Centers for Cancer Care at 901-226-4039.