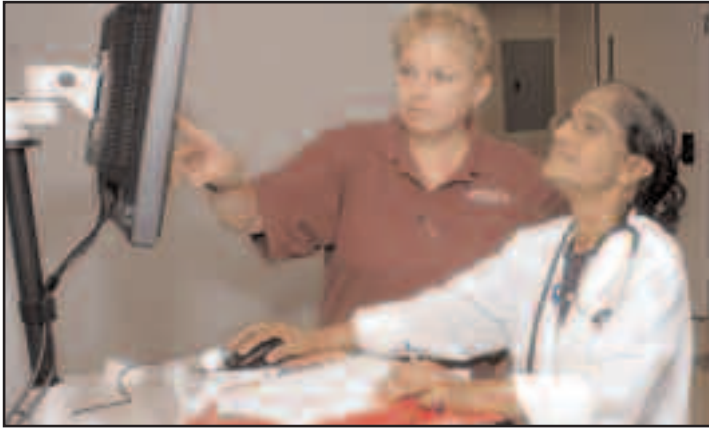


Campaign to Benefit United Way of the Mid-South Begins Oct. 15

Calendar: Baptist Benefit Fairs

Golden Triangle Patient Committee Enhances Communication, Quality



Michelle Peck, RN, left, shows Dhana Ponnappula, RN, how to use the computer on wheels during live electronic documentation on 3 East at Baptist Memorial Hospital-Memphis.

Go Live, Go Smooth

Staffing, Support Critical for Inpatient Departments

Baptist Patient Care Assistant Phyllis Moore loves it.

"Everything you need to know about a patient is right there on the computer," she said on day three of Baptist Memphis' implementation of Horizon Expert Documentation. "It's easy to get through, and there's no question about orders."

Moore works in the medical oncology unit, one of the inpatient units making the full transition to electronic charting.

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Shades of Ebony reunited for a special performance during Memphis Walks for the Homeless Saturday. In addition to benefiting homeless services, Memphis Walks for the Homeless also benefits Baptist's signature outreach program, the Baptist Operation Outreach health care van for the homeless. Below, Anita Mbrak, Baptist College of Health Sciences' curriculum chairwoman; Dr. Cheryl Johnson-Joy, BCHS associate dean of nursing; and Diana Baker, Baptist Memorial Health Care nursing research coordinator, walk during the event.

Baptist Colleagues Walk to Benefit Homeless



Baptist Open Enrollment Benefit Fairs

FACILITY	TIME	DATE
Baptist DeSoto	7 a.m. to 5 p.m.	Oct. 16
Baptist Rehab-Germantown	7 a.m. to 3 p.m.	Oct. 17
Baptist Collierville	7 a.m. to 4 p.m.	Oct. 18
Baptist Memphis	6 a.m. to 6 p.m.	Oct. 19
Baptist College of Health Sciences	9 a.m. to 1 p.m.	Oct. 22
Shared Services (Corporate Building)	9 a.m. to 2 p.m.	Oct. 26
Baptist Women's Hospital	7 a.m. to 4 p.m.	Oct. 29
Baptist Union City	7:30 a.m. to 4 p.m.	Nov. 6
Baptist Huntingdon	7 a.m. to 3 p.m.	Nov. 7
Baptist Lauderdale	7 a.m. to 4 p.m.	Nov. 8
Baptist Tipton	7 a.m. to 4 p.m.	Nov. 9
Baptist Union County	7:30 a.m. to 4 p.m.	Nov. 12
Baptist Golden Triangle	7 a.m. to 5 p.m.	Nov. 13
Baptist Booneville	7 a.m. to 4 p.m.	Nov. 14
Baptist North Mississippi	7 a.m. to 5 p.m.	Nov. 15

Health Care Observances

Weeklong Observances	Recognition Days and Events
Oct. 12-20: Bone and Joint Decade National Awareness Week	Oct. 16: World Food Day
Oct. 14-20: National Case Management Week	Oct. 17: La Leche League International Founded
Oct. 14-20: National Healthcare Quality Week	Oct. 19: National Mammography Day
Oct. 14-20: National School Bus Safety Week	Oct. 24: Lung Health Day
Oct. 14-21: International Infection Control Week	Oct. 27: Make a Difference Day
Oct. 15-19: National Medical Assistants Week	
Oct. 16-22: National Health Education Week	
Oct. 21-17: Kids Care Week	
Oct. 21-27: Pastoral Care Week	
Oct. 21-17: National Respiratory Care Week	
Oct. 22-28: National Healthcare Facilities and Engineering Week	
Oct. 23-31: National Red Ribbon Week (National celebration to raise public awareness to combat alcohol and drug use among youth.)	

Making Strides Against Breast Cancer

Again this year, Baptist Centers for Cancer Care's Comprehensive Breast Center is a flagship sponsor for the 2007 Making Strides Against Breast Cancer walk. The event will begin at 9 a.m. Saturday, Oct. 20 at AutoZone Park. Employees, family members and friends are encouraged to walk with the Baptist team during this event. Registration is \$15 per person and includes a T-shirt. To register, please contact Marsha Bradford at Baptist Memorial Hospital-Memphis, Amanda Payne at Baptist Memorial Hospital for Women, Jackie Nunn at Baptist Memorial Hospital-DeSoto or Sean Woodall at Baptist Memorial Hospital-Collierville. The first two people who raise \$2,500 will win a Sharp 36-inch TV.

The greatest should take the lowest rank, and the leader should be like the servant.

LUKE 22:26

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.

UNITED WAY OF THE MID-SOUTH



United Way Campaign Begins Oct. 15

Your Contribution Aids Broad Range of Local Agencies, Services

Beginning Oct. 15, Baptist colleagues will have an opportunity to contribute to United Way and take part in helping Mid-South women, children and families in need.

"In many ways, our gifts to United Way parallel our organization's mission," said Scott Fountain, Baptist Memorial Health Care senior vice president and United Way campaign chairman. "United Way offers colleagues an opportunity to reach out and help those in need in many

different ways."

United Way collaborates with a broad range of civic-minded people and organizations to identify and resolve issues. Partners include schools, government agencies, businesses, neighborhood associations and community development corporations.

And the success stories of children, seniors and families who received help from United Way are numerous.

Camp Enables Children

United Way funding made it possible for 45 children fighting diseases to attend a special summer camp tailored to their needs, where

(Continued on page 3)

BAPTIST GOLDEN TRIANGLE

Golden Triangle Committee Audits Patients

Assessments Find Ways to Enhance Patient Care

A patient's chart contains more information than you think—and an assessment of that chart offers clues and hints on how to enhance care—especially how each department's care complements another.

Sometimes patients may stay in the hospital longer than necessary because of poor communication among departments.

Two years ago, Doyle Sumrall, M.D., began reflecting on the care of his patients being treated at Baptist Memorial Hospital-Golden Triangle and thought about ways to communicate with all departments involved in his patients' care.

"We want to help ensure all departments are communicating," Sumrall said. "The end result is a potential decrease in each patient's length of stay."



Doyle Sumrall, M.D., visits a patient in the intensive care unit during his monthly rounds to assess how patients perceive their care.

Once a month, Sumrall randomly chooses five to six patients and collects their data. Using an assessment tool, he goes through each patient's chart to determine each department's involvement in that patient's care.

Following the assessment, Sumrall rounds on each patient.

Sumrall's rounds complement a weekly multidisciplinary team meeting that discusses processes and recommendations to clinical care and support. The team includes representatives from each clinical discipline, wound care, infection

(Continued on page 3)

Audit

(Continued from page 2)

control, case management, social services and volunteers.

"This creates a real partnership between the medical staff and the hospital," said Baptist Golden Triangle Administrator and CEO Rick Lassiter. "We're all united in the same goal of quality care, but through the team and Dr. Sumrall's rounding, we get to see ways to more efficiently reach that goal."

Lassiter accompanies Sumrall during the rounding along with a board member and two-to-three members of the multidisciplinary team.

"Our goal is to enhance the care we provide by reviewing all aspects of care and social situation for each patient, hoping to intervene early if possible," said Georgia Millender, RN, administrative director of Medical Review Services.

In addition to enhanced efficiency, Sumrall said he learns more about how a patient perceives his or her care, either directly or from another team member.

"When we meet, I give my results from the rounding and we brainstorm ideas to increase our efficiency of care," he said. "From there, recommendations go out to each department."

Since this team was formed, Baptist Golden Triangle has reduced its length of stay one quarter of a day.

"The gross measure of how well this is working is length of stay. If that reflects the quality of the care, then you'd expect the length of stay to decrease as quality increases," Sumrall said. "From administration to clinical to our medical community, all involved are eager to fulfill their role in each patient's care and be held accountable for what they do. And our drop in length of stay is a reflection of our hospital-wide commitment to provide the best service and the best care possible."

Golf for Memphis' Hearts

More than \$101,000 was raised to benefit the Baptist Memorial Health Care Foundation's Heart Fund during the 11th annual Cardiac Classic Sept. 24 at Colonial Country Club. Forty-two teams participated in the Merrill Lynch-sponsored golf scramble. At right, Carlos Mendoza, controller at Baptist Memorial Hospital-Memphis, does a little celebrating after making a putt on the third hole. Below, Claude Vinson, director in Medical Financial Services, hits an approach from the fairway.



United Way Touches Many Mid-Southerners

(Continued from page 2)

they had an opportunity to socialize with other children facing the same challenges and learn more about the management of

their diseases. Many teenage patients served as mentors to the younger campers.

After camp, 92 percent of the children said they had learned new information about their disease, 97 percent said the camp was a positive experience, and 95 percent of the campers said they had made new friends.

A Place to Call Home

A single mother of four had never owned her own home.

In the last apartment she rented, the landlord unex-

Metro colleagues will receive pledge forms through their facility's United Way campaign volunteers. Payroll deductions begin in January 2008. For information, visit uwmidouth.org or call Kim Hunter at 901-227-6662.

pectedly placed the property for sale at a high price.

Since she couldn't afford to purchase the property, she was forced

to move. Determined that she would never be put in that situation again, she enrolled in a home buyer's education class with a United Way member agency.

With the knowledge she gained from the agency's class, she learned about finances and the responsibilities of home ownership. She got a new job, saved her money wisely and purchased her first home last year.

When you give to United Way, you are helping people become independent and responsible citizens. Your gifts help parents and children have a better quality of life and a brighter hope for the future. You support children as they work to have the most fulfilling life possible.

Baptist Colleagues Participate In Project Care

The colleagues of Baptist Memorial Hospital-North Mississippi in Oxford are showing their support for the brave men and women in our armed forces serving in Afghanistan and Iraq by sending care packages. Priscilla Hamrick, medical lab technologist, suggested to the marketing staff that colleagues send shoe boxes of items to our



troops. "We have employees, employee family members and friends defending our country," Hamrick said. "We want them to know we support them and appreciate the sacrifices they

make for us every day."

Thus, Project Care was launched. Baptist colleagues were sent emails and flyers asking for items to be included in a shoe box. Names and addresses of

soldiers to receive the care packages were also requested. Some of the suggested items included non-perishable foods, toiletries, games and magazines. Collections were brought to the marketing department, where boxes were filled, wrapped and labeled. The campaign lasted for several weeks.

"We were so pleased with the overwhelming support we received from our colleagues, and we plan similar projects in the future," said Monica Dabney, community relations coordinator.

THE PRESIDENT'S CORNER



Stephen C. Reynolds, President & CEO,
Baptist Memorial Health Care Corp.

If there were only more time.

Between managing work, the house and the kids, there's just no time.

No matter how much you have to accomplish, there are 24 hours in a day. Factor in work, sleep, eating, commuting and home and family duties, there may not be much left.

Usually during the spring and fall months there are numerous

opportunities for us to carry our mission forth into the community by volunteering for many different things. For example, many of you spent last Saturday walking to benefit services for the homeless community, including benefiting our own signature outreach program, Baptist Operation Outreach health care van for the homeless.

There are Relay for Life events throughout the Mid-South - hundreds of opportunities for us to make a difference.

Regular readers of this space are well aware that I believe participation in these things, while not in our job description, is a part of our calling to serve.

But there are times when it's simply not possible. You can't be there. You have to take care of things closer to home.

Another way we can show our commitment to the good of the community is through donating money or supplies to an organization that helps those in need.

Beginning Monday, Oct. 15, you can help by giving to United Way of the Mid-South during its fall campaign. Many of you remember that we formerly ran this campaign along with our Above & Beyond campaign to benefit our Baptist Memorial Health Care Foundation.

The Above & Beyond campaign was moved to the spring, which leaves us a chance this fall to focus our philanthropy on The United Way, an organization that benefits the Mid-South in so many ways.

And for those of you who can't find the time to volunteer for whatever reason, here's a way you can help make a difference. United Way of the Mid-South serves Fayette, Lauderdale, Shelby and Tipton counties in Tennessee; Crittenden County in Arkansas; and DeSoto, Tate and Tunica counties in Mississippi. United Way helps support and fund more than 200 programs at more than 100 non-profit organizations across the Mid-South.

In addition, United Way's impact is impressive. Its supported programs affect about 350,000 people in the Mid-South, including families, seniors, children and youth and those with disabilities.

Many of you are familiar with United Way Day of Caring, which has become the largest one-day volunteer event in the Mid-South. Your donation is a contribution to help our community become stronger by building vital and safer neighborhoods and maintaining community safety nets.

Part of living in a civil society means you care and help those who aren't able to help themselves. You don't provide a handout; you willingly give a hand to help them up. You give people resources to succeed. And being a participant in this takes time - if you don't have the time, you can still enable this worthwhile work by helping ensure that these programs are financially able to continue.

Today's society is busy, hectic, frantic and time-consuming. It's very easy to become engrossed in our own universe without regard for our fellow man. In many cases, we're so time-crunched and busy it's all we can do. But during these two weeks, take a moment and consider what's going on outside your universe. Then consider our mission and the calling you've chosen to answer.

First Corinthians says for each to give as he or she purposes in his or her heart, not grudgingly or of necessity, for God loves a cheerful giver. (I Corinthians 9:7)

In other words, a gift is a gift - whether it is time, supplies or money - and I think all of us have the ability to give a small amount of one of those three.



Etiquette ED

Eating Etiquette Tips: Arrival Rules

- When you are the host, arrive early and wait in the front waiting area.
- When you are the guest, arrive on time or slightly early, but never late.
- If you are running late, try to reach the other person before he or she leaves work or home.
- If you don't reach the other person before he or she leaves, call the restaurant and leave a message with your estimated time of arrival.
- If you are kept waiting longer than 20 minutes, call the person's home or office. If there's no response, wait a maximum of 40 minutes and leave at least a \$10 tip for the waiter for tying up the table.
- If you have to wait, don't disturb the table setting and don't start eating bread or appetizers.

Alert from the Better Business Bureau

The Better Business Bureau of the Mid-South is alerting consumers about its experience with a local company, Phillip Cagle and Associates. The company also goes by the name Artesian Irrigation & Landscape and lists its type of business as garden and lawn sprinkler systems. According to information on file the address for the company is 303 N. West St., Somerville, Tenn. 38068. Complaints have come from residents of Germantown, Bartlett, Collierville, Eads, Memphis and Lakeland.

In the past 36 months, the BBB has received 10 complaints on Phillip Cagle and Associates;

all 10 complaints were closed as unanswered. Complainants allege the company did not deliver all the services it was contracted and paid to deliver, equipment that was installed is in need of repair, and there are problems with the landscape work that has been completed.

The BBB sent a certified letter to the company advising that it would issue an alert if the company did not respond to the complaints in a good faith manner. The letter was returned to the BBB as unclaimed. The BBB called the phone number listed for the company and determined it is still in operation. A message was left for the company stating the intent to issue a consumer alert should the company not respond.

Support, Education Aid Go-Live (Continued from page 1)

This is the third round of go-lives for Baptist Memphis' transition to electronic documentation, and the implementation team's process improves with each effort. By all accounts, this latest implementation for inpatient units went off without a glitch.

"We found that being very proactive in supporting our clinicians during the first week was very important to the success of the go-live," said Chris Hopper, manager in Nursing Informatics. "That way, questions and issues are addressed with no delay and our nurses and clinicians can focus on patient care."

The Horizon Expert Documentation™ care documentation system enables each caregiver to efficiently review patient status in real-time, and then document clinical assessments and findings at the point of care. Information automatically posts to the integrated patient record, enabling clinicians across multiple disciplines to communicate, document, evaluate and coordinate each patient's progress.

The intelligent documentation model helps caregivers focus on the most relevant patient information.

"We staff a call center 24 hours a day with members of our HED team, instructors and colleagues from Information Systems. Everything from usage issues to the performance of the computer hardware is constantly checked."

— Chris Hopper, Nursing Informatics

"The idea is to get help to our staff using HED as quickly as possible," Hopper said. He's heading up the go-live effort from a first-floor command center at Baptist Memphis. "We staff a call center 24 hours a day with members of our HED team, instructors and colleagues from Information Systems. Everything from usage issues to the performance of the computer hardware is constantly checked."

Identification of problems quickly also means they're dealt with before they become a larger issue. In addition to the command

center support staffing, there was also a McKesson help desk that colleagues could phone, and resource colleagues in the units to assist colleagues with using the program. And this aggressive support, coupled with education classes and colleague assistance and

involved in patient care."

Units did staff up for the implementation, which also helped nurses and clinicians focus on using the program while still caring for patients.

"I like this charting because it prompts you to chart patients completely," said Fay Chatman, RN. "It's built especially for us and has everything we need."

"It took a little getting used to," said Moore, who had no experience with computers three years ago. "But I can see the more I use this, the better it will be."

Another go-live is planned for Oct. 30 at Baptist Memphis before the implementation team moves to other facilities.

"This process is becoming more honed and more efficient because we're all seeking ways to support one another," said Beverly Jordan, vice president and chief nursing officer. "No one knew exactly how this was going to affect workflow when we went live, but it's a testament to our go-live team and the front-line staff for keeping an environment of cooperation and support during a hectic and stressful time."

teamwork, has made a difference in the success of the implementation.

"This is getting easier as we go," Hopper said. "It's a continual learning process for all of us, but I think our other facilities will benefit from each implementation."

A day three meeting of unit and team leaders highlighted how successful the implementation was going. Many said nurses and patient care assistants had made a full transition to electronic documentation.

"It's just easier," said Larrissa McDonald, patient care assistant. "Orders are easier to follow and this is simply more convenient for all

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

- Large garage sale beginning at 7 a.m. Oct. 19-20 at 4942 Encore Parkway in Walls, Miss. Collectibles, medical clothing, office supplies, housewares, electronics, furniture and much more. Go south on Hwy 61 toward Tunica, right on Church Road and follow signs to Encore subdivision.
- Yard sale from 7 a.m. to 1 p.m. Oct. 20 at 7747 Redfearn Circle South, several blocks south of Hwy. 64 off Kate Bond – look for signs. Pictures, women's clothes size 20W and larger, chairs, authentic oriental rug and miscellaneous items for sale.

HOUSEHOLD

- Wood bunk bed for sale, four years old, mattresses included, good condition, \$75. Call 901-634-5863.
- Queen size bed, light oak head and footboard with frame and two mattresses, \$60. Call 901-864-3826.

VEHICLES

- 2004 Nissan Titan XE king cab, garage-kept, very clean, Sirius radio, 93,000 highway miles, \$9,300 OBO. Call 901-603-8333.
- 2004 Mazda Speed convertible, leather, turbo, 6 spd, Bose stereo, 8,000 miles, excellent condition, under warranty, \$23,400. Call 901-737-7987 and leave a message.

- 2004 Four Winns 194 Funship, 21-feet, 220 hp Volvo-Penta inboard/outboard, dual tandem trailer, fresh water sink and deck sprayer, Sirius radio and much more, 12 hours of use on engine, \$27,000. Call Shea or Vicky at 901-831-4419 or e-mail swright@southaven.org.
- 2003 Pontiac Montana van, like new, one owner, seats 7, metallic taupe, all automatic, 36,500 miles, \$9,500. Call 901-276-5512.
- 2001 Chrysler Sebring LXi, good condition, 98,500 miles, silver with black leather, sun roof, 5-disc CD player, \$5,000 OBO. Call 615-305-9855.
- 2003 Tahoe Q3 ski boat, 18 feet with new 130 hp Mercruiser motor, hydraulic hitch cushion brake trailer, upgraded radio with remote, ss prop, many extras, \$12,000 OBO; 2004 Infinity powered parachute, 65 hp Rotax engine with 550 chute, all the extras, good as new, \$12,500 OBO. Call 731-696-2366.

MISCELLANEOUS

- Authentic NFL DeAngelo Williams Carolina Panthers jersey, size 48, still in package with tags, \$195. Call 901-870-8612.
- Metal and glass desk, \$50; three black metal CD racks, \$10 each; bread maker, new in box, \$50. Call 901-751-8087 after 6 p.m.

REAL ESTATE

- Cabin for sale at Indian Bay in Arkansas, 2 BR, two-story cabin near Stuttgart, furnished, \$30,000 OBO. Call 870-995-1338.
- Cordova area home for sale or rent, on Cully Road, \$129,000 or rent for \$1,000 per month, 3 BR/2 BA, double garage, fenced. Call 901-573-7162.
- Midtown duplex for rent, near Memphis Zoo, 2 BR/1 BA, new ceiling fans, new paint, all appliances including washer and dryer, hardwood floors, new carpet, \$550 per month. Call 901-406-2027.
- Cordova home for rent, 3 BR/2 BA, two-car garage, master bath with whirlpool tub, alarm, fenced back yard. Call 901-301-2937 after 6 p.m.
- Bartlett home for sale, 4509 Hickory Creek Drive, 2,600 square feet, open floor plan, large fenced back yard, front and back yard irrigation, new hardwood floors, stainless steel appliances, surround sound in den, expandable space upstairs, \$229,000. Call 901-373-5892.

SERVICES

- Carpet cleaning services, including furniture and auto upholstery, call Larry at 901-573-5992 for an estimate.
- Custom art, wall murals for any room: nursery scenes, children's themes, ocean views, and more, affordable prices, portfolio available. Call 901-373-5646.
- Baptist DeSoto colleague has wife who cares for children ages 3 months to 4 years. Call 901-287-

9880 for more information.

PETS

- Three-month old Maltipoo, female, white, registered and first shots, \$400. Call 901-756-1464.
- Lab/Akita mix puppies free to good home, call 662-647-5199 for information.
- Palomino pony, about 48 inches tall, gelding, gentle, \$500. Call 662-934-2952.

WANTED

- 20-year-old single male seeks room or apartment to rent, prefer Olive Branch area. Call David at 901-326-1509.

Amateur Radio Operator Certification

Amateur radio classes will be held Nov. 5-6 at Baptist Memorial Hospital-Collierville from 8 a.m. to 5 p.m. for both days.

Certification testing will be conducted at the end of the second day. For more information or to sign up before the deadline Oct. 19, contact Angela Williams at 901-227-3500 or e-mail at angela.williams@bmhcc.org.

Visit the Holy Land with Baptist College of Health Sciences

Reservations are being taken for Baptist College of Health Sciences' Holy Land Tour May 17-29, 2008. Walk in the footsteps of Jesus and see the places where Biblical events occurred such as the famous port of Jaffa, Mount Carmel, Sea of Galilee, the Dead Sea, a tour of Jerusalem and a visit to the Garden of Gethsemane. Air transportation is for economy class jet service via Delta Airlines and land transportation will be on a deluxe air-conditioned motor coach throughout with English-speaking guides. All lodging and meals are included with the tour as well as departure taxes; immigration taxes; porter service at foreign airports and hotels; tips to drivers, guides, waiters, hotel staff; and transfers to and from airports and hotels. Cost is \$3,899. For information, call Dr. Dan Champion, dean of General Studies, at 901-572-2500 or e-mail dan.champion@bchs.edu.