

Baptist Union City Offers New Procedure to Treat AAA

Privacy, ID Theft Top Concerns

Cast of 'Hairspray' Visits Patient in Transplant Unit at Baptist Memphis

BCHS Students Tour MERI



The Medical Education and Research Institute regularly hosts tours for general studies students at Baptist College of Health Sciences. For many students, it's the first time they see a cadaver and correlate what they've studied in a book. Based in Memphis, MERI is a 27,000-square-foot, not-for-profit school developed in part through a joint effort of Baptist Memorial Health Care, the Semmes-Murphey Neurologic and Spine Institute and Methodist LeBonheur Healthcare to provide a nonprofit medical teaching and training facility. At right, first-year students in Janet Saunders' general studies class at Baptist College of Health Sciences experience first-hand anatomy at MERI as they get to look at and touch a human cadaver. Looking on are, left to right, Mandy Long, Natalie Jackson, Toni Broadway and Hannah Zarshenas. Above, Michael Taylor, nursing student from Brighton, listens to Robin Bozarth, anatomical department manager at the MERI, identify organs in the cadaver. Read the story on page 3.



Baptist Operation Outreach Prepares for Expansion

Reggie Rodgers, a nursing student at the Baptist College of Health Sciences volunteers to help clean the Baptist Operation Outreach clinic at the Catholic Charities building in the medical center area. The clean-up is in preparation for an expansion of the clinic at 85 N. Cleveland. Colleagues can also help Baptist Operation Outreach and area homeless individuals by donating such supplies as toothpaste and toothbrushes, soap, deodorant, shampoo, combs, brushes, coats and white socks at the following Baptist facilities: Baptist Memphis main information desk; Dr. Sam P. Patterson Library at Baptist Women's Hospital; Baptist Rehab-Germantown lobby; Baptist Collierville employee entrance; and the Community Involvement office at the Baptist Corporate Building. For more information, call Cynthia Allen at 901-227-3528.

Christmas Events at Baptist Memphis

Monday, Dec. 10

Rural Metro Ambulance carolers,
10 a.m., lobby

Tuesday, Dec. 11

Germantown Baptist Church
Merry Makers, 4:45 p.m.,
caroling in waiting rooms and
various departments

Thursday, Dec. 13

Fayette Academy Hand Chimes,
10 a.m., lobby; Grace Notes vocal
and instrumental ensemble, 3
p.m., lobby

Monday, Dec. 17

Baptist Women's Auxiliary's
annual Christmas party to
distribute goody bags to SNF and
patients in the Restorative Care
Hospital, 9-11:30 a.m.

Wednesday, Dec. 19

Christmas service, 11:30 a.m. in
the chapel; televised live on
Baptist Memphis hospital
channel 6

Patients, guests and colleagues
are invited to attend.

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.

Useful Numbers

Center for Education and Organizational Development

■ To register for classes and seminars hosted by CEOD, call (901) 227-0660.

Information Systems Customer Support Center

■ Open seven days a week, 24 hours a day. Colleagues needing computer technical assistance can call (901) 227-7777, (888) 838-3777 or e-mail HelpDesk@bmhcc.org.

*He who sows sparingly will also reap sparingly,
and he who sows bountifully will also reap
bountifully.*

I CORINTHIANS 9:6



Wright Jernigan, MD, center, is treating abdominal aortic aneurysms with a new endovascular stent grafting procedure. Pictured with Jernigan are Baptist Union City surgery department colleagues, left to right, Joey Tucker, Shanna Cummings, Wayne Barker, Debbie Jackson, Michael Cloyd, Tammy Armour and Jan Jennings.

Baptist Union City Offers New Procedure to Treat Abdominal Aortic Aneurysms

Baptist Memorial Hospital-Union City is treating abdominal aortic aneurysms with a new endovascular stent grafting procedure, which may eliminate the need for major surgery and several days' recovery time.

An abdominal aortic aneurysm is an enlargement of the aorta, which results from a weakening vessel wall. This type of aneurysm can be detected through symptoms such as severe back or abdominal pain. Previously, depending upon the aneurysm's severity and size, treatment of this condition traditionally required a large incision as part of major surgery.

With the new procedure, a stent graft is placed inside the damaged vessel without surgically opening the surrounding tissue.

"This is a breakthrough in technology for patients who may qualify for this new procedure," said Wright Jernigan, MD, a vascular surgeon who first performed this procedure recently at Baptist Union City. "With endovascular stent grafting, there is less pain and discomfort for the patient and only a one-to-two-day hospital stay."

This condition is four times more common in men than women and is more common in people who smoke.



Etiquette ED

Dining Out: How to Pass the Food

- You are served from the left and your plate is removed from the right; beverages are both served and removed from the right.
- To pass the rolls, butter, salad dressing, or "family style bowl," the host starts the service to his or her right, to the guest of honor side.
- If you pick up the item, offer it to the person on your left, take some for yourself and then pass to your right.

Baptist College Students Tour Visit Medical Education Research Institute

An anxious group of freshmen gathered in the lobby of the Medical Education and Research Institute.

Some greased their nostrils with mentholated salve. Some put on masks. After putting on protective smocks and gloves, they were ready.

Janet Saunders, lab supervisor and chemistry professor at Baptist College of Health Sciences, escorted the group of about 15 of the College's general education students into a lab room at MERI, where a cadaver lay on an exam table.

Then, what was previously studied in books became real.

Based in Memphis, the MERI is a 27,000-square-foot, not-for-profit school developed in part as the result of a joint effort of Baptist Memorial Health Care, the Semmes-Murphey Neurologic and Spine Institute and Methodist LeBonheur Healthcare to provide a nonprofit medical teaching and training facility.

For more than a decade, the MERI has been a leader in the development and implementation of a wide range of groundbreaking medical innovations in the neurosurgical, orthopedic and vascular specialties of medicine, especially many of the new minimally invasive surgeries.

The students walked up to an exam table, where Robin Bozarth, anatomical department manager at the MERI, began showing them the cadaver's internal organs, while Saunders quizzed the group.

"The largest organ inside the body is the...?" Saunders asked.

"The liver," students responded.

They lean in toward the table with interest, witnessing live what they'd previously seen only in anatomy books. Bozarth shows the size of the liver and

"In our texts, the anatomy book models are color-coded and have numbers attached to organs. This cadaver doesn't. This way, our students get to transfer a two-dimensional image from a textbook to the three-dimensional real thing, and they get a better idea of how the organs are positioned in the body."

— *Janet Saunders, lab director and chemistry professor, Baptist College of Health Sciences*

points out the gall bladder, containing a gall stone, underneath.

"It was cool to see the difference between what we study in books and the actual thing," said College student Amanda Davis.

Starting with the lungs and heart, Bozarth and Christopher Cox, director of education and research at the MERI, move down the cadaver to show the liver, intestines and kidneys. They take a moment to identify the cadaver also, giving age and some medical history of the woman who donated her body to the advancement of medical science.

"In our texts, the anatomy book models are color-coded and have numbers attached to organs," Saunders said. "This cadaver doesn't. This way, our students get to transfer a two-dimensional image from a textbook to the three-dimensional real thing, and they get a better idea of how the organs are positioned in the body."

Each year, Saunders brings students to the MERI to examine a cadaver and various organs.

"It doesn't seem real until you actually get to see it up close," said student Hannah Zarshenas. "To get to do this is really interesting."

CONSUMER AWARENESS

Privacy, ID Theft Top Concerns

A survey conducted for the Better Business Bureau revealed that 60 percent of adult online shoppers are worried about personal information being sold or reused. But despite these concerns, more consumers are turning to online shopping during the holiday season. In a recent 2007 holiday shopping forecast, a national research firm estimated online spending will increase nearly 20 percent.

"Even though more holiday shoppers have confidence in making online purchases, basic trust in business issues such as privacy and identity theft are clearly still top concerns for many consumers," said Randy Hutchinson, president of the BBB of the Mid-South. "Consumers want a safe online environment, and they can help themselves by being savvy online shoppers with a little research and by taking a few safety precautions."

Here are some tips:

■ Protect your computer with the latest anti-virus and anti-spyware software. Be sure to have a secure firewall.

■ Use trustworthy Web sites by checking the seller's reputation and customer satisfaction record. Look for a "trustmark" from BBBOnline and click on the logo to confirm it's valid.

■ Protect your personal information by reading the site's privacy policy to understand what personal information is being requested and how it will be used. If one isn't posted, consider it a warning that your personal information may be sold to others without your permission.

■ Offers on Web sites and in unsolicited e-mails can often sound too good to be true – most times, they are. Trust your instincts and don't be afraid to pass up a deal because it may cost you more in the end

■ Confirm that your online purchase is secure by checking for the padlock symbol on the lower corner of your browser window and "https" in the address box.

■ Pay with a credit card because you are protected and can dispute charges.

■ Keep documentation of your order and check your credit card statements.

■ Finally, know your rights as a consumer – for more advice, visit BBB online at www.bbb.org.



Board Member Honored at Holiday Event

Dwight Williams gets a hug from Pam Boman, emergency services manager at Baptist Memorial Hospital-Union County, after the hospital's Christmas tree was dedicated to him for his service as a board member of Baptist Union County and Baptist Memorial Health Care Corp.

Allied Health Week at BCHS

The Allied Health Student Association of Baptist College of Health Sciences kicked off Allied Health Week with a sock hop. Students and faculty enjoyed a swing dance lesson from Memphis Ballroom, then practiced their newly acquired skills to music by the Specimens.

An exhibit hallway was set up displaying student posters representing the different allied health majors offered at the College. Faculty, students and guests learned about how breast cancer can be treated using radiation therapy and how PET scans in nuclear medicine can be used to stage and monitor cancer. Radiography students demonstrated the purpose of upper GI studies and diagnostic medical sonography showed how soundwaves detect gall bladder stones.

A poster in respiratory care demonstrated the skill of intubating a patient, and the health care management major demonstrated the need for business management in all the health care fields.

A bake sale and pizza sale, sponsored by the Allied Health Association, provided snacks and lunch for all who walked by the poster exhibit.

THE PRESIDENT'S CORNER



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

Like most other organizations (and life in general), change is inevitable here. Recently, Baptist has changed substantially as an organization. And we've had a hand in these changes – changes that spread our mission and ministry and changes that affect us at work.

We're into our third month using Press Ganey to evaluate patient satisfaction. On Oct. 1, discharged patients began receiving surveys from Press Ganey in the mail. This way, Baptist leadership teams will be able to evaluate satisfaction in care settings such as inpatient, outpatient, emergency, outpatient diagnostics and treatment, oncology, outpatient surgery, home health and minor medical centers.

Press Ganey also offers us many health care-specific tools to address satisfaction issues or concerns, and we anticipate better support and recognition for colleagues who go above and beyond in the service of patients. I should also mention that, because the survey is sent through the mail, colleagues should stress to patients the importance of sending completed surveys back. Their voice does make a difference.

Baptist Memphis was also recognized recently by HealthGrades in its Hospital Quality in America Study. The 10th annual study found that Baptist Memphis' cardiac surgery, stroke care and gastrointestinal surgery & procedures rank best in the state. The study, the largest of its kind, analyzed patient outcomes at nearly all of the nation's 5,000 hospitals from 2004-2006.

The 2008 HealthGrades ratings for all hospitals nationwide are available, free of charge, on the organization's consumer Web site,

www.healthgrades.com. More than three million individuals and employees of some of the nation's largest employers and health plans visit HealthGrades each month to access quality information about hospitals, nursing homes and physicians. HealthGrades also provides consumers and payers with detailed assessments of hospitals' patient-safety outcomes, based on indicators developed by the U.S. Agency for Healthcare Research and Quality.

Baptist and Northeast Arkansas Clinic also recently reached an agreement in which Baptist, one of the nation's largest not-for-profit health care systems, acquired majority ownership of the joint venture operating Northeast Arkansas Medical Center, a 104-bed, all private room hospital located in Jonesboro, Ark.

Baptist has agreed to purchase the interests of NEA Medical Center formerly owned by Community Health Systems Inc., giving us 60 percent of the hospital's interests while NEA Clinic will continue to own the remaining 40 percent. The hospital's new name is NEA Baptist Memorial Hospital.

And finally, I want to thank all Baptist colleagues for successfully going tobacco-free on all our campuses. Some of us have shown courage and will by quitting or limiting personal tobacco use, and no matter how trivial it may seem, it is an accomplishment. Anyone who has quit smoking will tell you, it's no small feat.

So we all enjoy cleaner air around our facilities and promoting health. All this change positions us for an outstanding 2008, with numerous possibilities for growth and success.

And it's all because of the commitment of our colleagues – a commitment to the success of our organization and the continuation of our ministry of service into the next year and beyond.



In the right photo, Lizzie Roberts, left, is surprised by some of the cast of "Hairspray" at Baptist Memphis recently. Roberts is a patient in the transplant unit and is on a ventricular assist device awaiting a transplant. She is a big fan of the musical "Hairspray," which stopped recently at The Orpheum Theatre while on national tour.

When 'Hairspray' Comes to Visit



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, Jerusalem and 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 and 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.

Baptist Collierville Named Top Coding Hospital

Baptist Memorial Hospital-Collierville recently was named a top coding hospital by Ingenix, a leading health information company.

Ingenix released its fourth annual report on the "Top 200 Coding Hospitals in the U.S.," which ranks hospitals by the completeness and accuracy of their medical coding practices used to bill

Medicare for inpatient medical services.

"We are honored to be listed in this report," said Glenn Baker, CEO and administrator of Baptist Collierville. "The report recognizes our efforts to engage in medical coding practices that are accurate and compliant with government billing regulations, which helps our hospital do its part to curtail rising health care costs."

To compile the Top 200 report and determine the rankings, Ingenix experts used the Ingenix HospitalBenchmarks.com® solution to analyze the recently released 2006 Medicare Provider Analysis and Review file. A total of 2,921 hospitals were included in the analysis and divided into four categories to better account for variations in the populations served by the different types of hospitals. The nationwide Ingenix study and analysis of the findings may be viewed at ingenix.com/top200.

"This year's Top 200 report comes at a pivotal time for the industry as hospitals prepare for Medicare's transition to a severity-adjusted reimbursement system that will substantially change coding practices," said Stephen Greenberg, senior vice president of the provider solutions group for Ingenix. "These changes create an additional incentive for hospitals to improve their clinical documentation and coding efforts, as the hospitals that code more completely could get a larger share of the reimbursement pool than those that continue to code based on today's Medicare reimbursement rules."

Baptist Memphis Hosts Free Weight Loss Seminars

Baptist Memorial Hospital-Memphis will host free educational seminars on surgical weight loss options in the hospital's Seminar Rooms 2 and 3 on Saturday, Dec. 8, at 10 a.m. and Thursday, Dec. 27, at 7 p.m.

During the seminars, Dr. George Woodman will address the benefits and risks of weight loss surgery and its growing use for the treatment of morbid obesity. The seminars are part of the Baptist Weight Loss Center, which offers options to help individuals whose body mass index indicates they are either overweight or obese. No reservations are required.

The founder of Midsouth Bariatrics, Woodman is a surgeon dedicated to helping bariatric patients reach their goal of a healthier lifestyle. Woodman graduated from Emory University and completed his surgical training at the University of Tennessee. He has been in private practice for seven years and has developed advanced skills in laparoscopic surgery. Woodman is a fellow of the American College of Surgeons and a full member of the American Society of Bariatric Surgery. To date, he has performed more than 1,200 laparoscopic bariatric procedures.

For more information about Baptist's educational seminars or the Baptist Weight Loss Center, please visit www.baptistonline.org or call 901-226-LOSE.

CLASSIFIED ADS

HOUSEHOLD

- Three 30-inch, all wood, white bar height chairs with pine finished seats, \$50 each. Call 901-734-7533.
- Thomasville Collector's cherry furniture: formal dining room table, six chairs and china cabinet, \$3,100; entertainment center, \$350; and two end tables, \$100; Bradlington-Young dark blue leather recliner, \$500; all furniture in excellent condition. Call 901-861-0311.
- Hand-carved English oak dining set, rectangular table with two leaves, one head chair with arms and five side chairs, buffet and china cabinet, \$3,200. See photos on human resources board at Baptist Memphis. Call 901-833-1172.
- Antique deacons bench, two wing chairs, excellent condition. Call 901-756-4002.
- Wicker furniture for sale, inside or outside, two chairs, coffee table and loveseat, \$100; recliner, \$75; commofter set with curtains, \$35. Call 901-355-7049.

REAL ESTATE

- Home for rent at 2284 Hometown, 2 BR/1 BA, new carpet and paint, all appliances included. Call 901-754-5224.
- Whitehaven area home for rent at 4941 Elvis Presley Blvd., 4 BR/1.5 BA, kitchen, living room, dining room, central heat and air. Call 901-332-8584.
- Arlington home for sale at 5403 Mahogany Ridge, 5 BR/3 BA, gas fireplace, central air, 2,800 square feet, double garage and media room, open floor plan with three bedrooms down and two up with one full bath upstairs, \$215,000. Call 901-335-8433.
- East Memphis home for sale, 515 Princeton Oaks Cove, 4 BR/2.5 BA, 3,000 square feet with swimming pool and large yard, \$307,000. Call 901-212-5002.

VEHICLES

- 1973 Oldsmobile Cutlass Supreme Classic, white, 2 dr, new alternator, battery, motor, flooring, windshield and interior panel, needs minor work and paint, \$1,500. Call 901-644-5133.
- 2004 Mazda Speed convertible, leather, turbo, 6 spd, Bose, 8,000 miles, excellent condition, under warranty, \$21,900. Call 901-737-7987 and leave a message.

SERVICES

- Interior, exterior painting, room additions, flooring, decks, fencing, sheetrock repair and more. Call 901-756-4002 for a free estimate.
- Babysitting, Southaven/Horn Lake area only, mature and responsible teen, references available. Call 901-734-6081.
- Tree trimming and cutting, haul off debris, call 901-949-5114.
- Home or office Christmas decorations, including tree décor, centerpieces, wreaths and arrangements. Call Sontonya at 901-949-9014 for appointment.
- Will build or replace custom showers, windows, doors and mirrors, specializing in antebellum homes, custom cut glass or mirrors for tabletops, picture frames and more, auto glass replacement, more than

CLASSIFIED AD GUIDELINES

Classified ads are published as a service to Baptist colleagues in each edition of Baptist Leader. 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. 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.

20 years' experience. Call 901-212-0073 for references or an estimate.

MISCELLANEOUS

- Size 48 authentic NFL DeAngelo Williams Carolina Panthers' jersey, still in package. Make an offer. Call 901-737-7987 and leave a message.
- One power wheelchair with powered automobile lift for sale; bedside commode, never used; one shower seat and a hospital bed. Call 901-289-8059 for cost and information.
- Adolfo full length sable color mink coat, medium, stored past two years, \$1,400 OBO. Call 901-326-0687.
- Kohler 140R digital piano in mahogany baby grand case, full size keyboard, like new, headphones, microphone, digital tapes and bench included, \$2,650. Call 901-759-9893.
- Tissot Ballade III his and her watches, Swiss made, never worn, new in box, \$175 each, \$300 for both. Call 901-857-5142.
- Lester Betsy Ross spinet console piano, bench, some intermediate music, possible delivery if needed, excellent condition, \$600. Call 901-326-0687.

PETS

- German shepherd/Labrador retriever mix puppy, female, fixed and up to date on all vaccinations, free to good home. Call 901-522-3183.
- Six-year-old gray and white cockatiel free to good home, named Chirpie, will include large cage on rollers and toys. Call 901-826-8081.

WANTED

- Female rottweiler puppy wanted, please call 901-489-2837.
- Single white female seeks same to share half expenses of 2 BR/1.5 BA condominium in Germantown; must fill out application to be verified; six-month lease. Call 662-801-6333.

NEWS AND EVENTS, CONTINUED

Christmas Chapel Services at Baptist's Metro Memphis Hospitals

Baptist Memphis: 11:30 a.m. Dec. 19 in the Chapel

Baptist Collierville: 2:15 p.m. Dec. 20 in the Chapel

Baptist Rehab-Germantown: Noon Dec. 21 in Patient Dining Room

Baptist DeSoto: 11:30 a.m. Dec. 24 in the Chapel

Christmas Sale at Baptist Women's Hospital

The Sam P. Patterson Library 12 Days of Christmas sale runs through Dec. 21, with 20-40 percent of various items, including books, candles, Christmas items and stationery. For information or to order by phone, contact the library at Baptist Women's Hospital by phoning 901-227-9868.

More Than 100 Helped at Thanksgiving Event

More than 100 Memphis homeless individuals were screened or treated for various medical conditions, and an additional 76 received free flu vaccines from Baptist during Memphis' Annual Thanksgiving Day Dinner for the Homeless and Hungry. Also, patients received care packages including Baptist Operation Outreach caps, New Testament Bibles, toothpaste and toothbrushes, deodorant and more.

Colleagues Can Donate PTO to Foundation

Even though the Baptist Memorial Health Care Foundation is delaying the Above and Beyond employee giving campaign until spring 2008, colleagues can still donate PTO to the Foundation, just like previous years.

Colleagues making a PTO donation will have their PTO hours deducted from their PTO bank on or before the last pay period of December 2007. For information about PTO donation, contact Sarah Harris at 901-227-5063.

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