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PRIDE IDEAS

Commonwealth Health Corporation's mission is to care for people and improve the quality of life in the communities we serve.



New PET/CT provides greater accuracy

In April, The Medical Center began using the new Biograph® mCT system from Siemens, a highly sophisticated Positron Emission Tomography (PET)/Computed Tomography (CT) imaging system. As the world's first molecular CT, this system brings a new dimension to CT imaging, providing additional metabolic information for even greater diagnostic certainty.

PET and CT are imaging tools commonly used in detecting, diagnosing and staging various types of disease. PET reveals the body's metabolic activity including both normal and abnormal tissue activity, while CT reveals the body's detailed anatomic structure. The PET/CT scanner combines these two powerful imaging tools into one exam.

The new PET/CT scanner is primarily used at The Medical Center to diagnose cancer, determine the extent the disease may have spread and to evaluate the effectiveness of therapy. This technology is also being used to assess the heart. For instance, if a patient has had a heart attack, the PET/CT can help determine if there is still function in the damaged area of the heart. This helps physicians determine if the patient would benefit from surgery to improve blood flow to that area of the heart.

The clarity of the images provided by Biograph mCT equips physicians to make confident and informed diagnoses. "The new PET/CT provides higher quality imaging with much higher resolution," said Jeffrey Brannick, M.D., Chief of Radiology at The Medical Center. "We can better diagnose with a greater level of confidence."

Features of this new technology make scans more comfortable for patients. With an oversized bore and short tunnel, the scanner's large open scanning zone accommodates a variety of patients and alleviates the sense of claustrophobia some patients experience in conventional PET/CT systems. Biograph mCT also improves comfort by protecting the patient from unnecessary pre- and post-spiral radiation and by reducing scan time, which has been cut in half to 15-20 minutes.

Upcoming Events

DermaScan Screening

June 7

9 a.m. to 1 p.m.

The Medical Center Health & Wellness Center located at 1857 Tucker Way off Cave Mill Road in Chandler Park. Preregistration required by calling 745-0942.

Sun damage can be a forecast for future skin cancer. With a painless and simple screening device, representatives of the Kentucky Cancer Program can identify potential trouble spots on your face. Please remove all make-up/sunscreen.

Ready, Set, Go!

June 7

6 to 8 p.m.

The Medical Center Auditorium. Preregistration required; register online at themedicalcenter.org/OBclasses.

This class will guide you through the paperwork that is required when you are admitted to The Medical Center for delivery. By attending this class, you will be more prepared for your admission and discharge from the hospital. A tour of the OB unit will also be provided.

Grandparents Class

June 12

6 to 8 p.m.

The Medical Center Auditorium. Preregistration required; register online at themedicalcenter.org/OBclasses.

Expectant grandparents are invited to attend class with expectant parents. A pediatrician will discuss newborns and answer questions about caring for an infant. A tour of the OB unit is included.

Hearing Screening

June 14

9 a.m. to 1 p.m.

The Medical Center Health & Wellness Center located at 1857 Tucker Way off Cave Mill Road in Chandler Park. Preregistration required by calling 745-0942.

Hearing loss can affect virtually all aspects of life. Audiologists from Doctors Hearing Center will be available to provide hearing screening services and answer questions about hearing loss and amplification.

AARP Driver Safety Program

June 20

9 a.m. to 1 p.m.

The Medical Center Health & Wellness Center located at 1857 Tucker Way off Cave Mill Road in Chandler Park. Preregistration required by calling 745-0942; space is limited.

This course is designed to meet the specific needs of older drivers. Graduates of the program may be entitled to a discount on automobile insurance. Cost of the program is \$12 for AARP members and \$14 for nonmembers, payable to AARP at the first class.

A New Baby's Coming Class

June 21

6 to 8 p.m.

The Medical Center Auditorium. Preregistration required; register online at themedicalcenter.org/OBclasses. Participants should bring a doll or stuffed animal.

This is a siblings class for kids ages three and older to prepare for the arrival of the new baby. A tour of the Obstetrics (OB) unit and a view of the Nursery are included as well as refreshments and a video.

Save the date!

Groundbreaking for The Medical Center-WKU Health Sciences Complex

Wednesday, June 13

9 a.m.

**700 First Avenue on
The Medical Center campus
directly across from the
Kroger Shopping Center**

The Medical Center-WKU Health Sciences Complex will house the university's nursing and physical therapy programs and provide educational space for the hospital. This new endeavor with Western Kentucky University will expand the supply of nurses and physical therapists to the healthcare industry.



The Medical Center Men's Health Tune-Up

**At the Ballpark with
the Bowling Green Hot Rods!**

Saturday, June 16

**Gates open at 6 p.m.
Game starts at 7:05 p.m.**

Participants will receive a scorecard to be presented at each of the nine health booths. A completed scorecard can be turned in for a chance to win one of three door prizes provided by the Bowling Green Hot Rods, including the grand prize of a Hot Rods Luxury Suite package valued at \$600. Free health screenings and health information will be provided, including free prostate cancer screenings (PSA), sleep screenings, hearing screenings, free memberships to The Medical Center's Men's Health Alliance, and more. Screenings and participation are intended for men ages 18 and older.

A ticket to the Bowling Green Hot Rods game is required for entry. Tickets can be purchased online at www.bghotrods.com, by calling the Ticket Office at (270) 901-2121, or at the Ticket Office. For more information about the Men's Health Tune-Up at the Ballpark, call (270) 745-1010 or (800) 624-2318 or visit www.TheMedicalCenter.org.

Welcome to new CHC employees!



Standing, left to right: Melissa Hurd, Information Technology; Faith Majors, Pharmacy. Seated, left to right: Alexis Mitchell, Food Services; Jeri Bryant, 4A; Holly Barrow, MCF Radiology.



Standing, left to right: Denise Valenti, Patient Registration; Kathy Howard, MCS Rural Health Clinic; Amanda Walden, Pharmacy. Seated, left to right: Kegan Williams, Radiology; David Page, Security.



Standing, left to right: Anita Howell, EEG Services; Julie Schuch, Information Technology; Julie James, Patient Registration. Seated, left to right: Chip Anderson, Central Transport; Zach Clark, Food Service.

New emergency codes

On September 1, there will be a significant change to the Emergency Codes used at all CHC facilities. In an effort to standardize the way personnel communicate in a disaster event, the Kentucky Hospital Association (KHA) has asked that all healthcare facilities adopt new Emergency Codes. As we work through the next few months, you will see educational material arriving in your email, CBLs and other means. There is a big effort in place to help all staff learn and understand the changes that will be coming for the Emergency Codes. The following Codes will become the standard:

Code Red	Fire
Code Blue	Medical Emergency
Code Yellow	Internal/External Disaster
Code Pink	Infant Abduction
Code Orange	Chemical Spill
Code Silver	Active Shooter
Code Black	Bomb Threat
Code Walker	Missing Patient
Severe Weather	Severe Weather
Code Evacuation	Evacuation

Only the Codes themselves change, not the policy or procedures, except for the new announced Codes (Silver, Black, Walker and Orange). In these cases, there is a new plan or wording change made. A review of all plans is needed to familiarize yourself with any changes and help to reinforce understanding. As this material comes out, take the time to review it and ask the questions you would like answered. You may contact Gary Sullivan, Director of Security, at extension 1349 or James Monroe at extension 1090.



The Medical Center is sponsoring a
BLOOD DRIVE

Monday, June 11
10 a.m. to 3 p.m.

The Medical Center Auditorium

Donors are asked to go online to schedule an appointment:

www.redcrossblood.org

and enter sponsor code: *themedicalcenter19*

The Red Cross asks that donors make an appointment. This will assure donation time is kept to a minimum. The Red Cross estimates donation time to be around 1 hour.

By donating blood, you will be giving the greatest gift of all — LIFE.

CHC Customer Service Standards

In the last *Intercomm*, CHC's first customer service standard was featured. This week, the focus is on attitudes in the workplace. Though these behaviors are outlined for the purpose of better customer service, these approaches are good for interactions with co-workers and anyone else we encounter. We hear *Every Patient, Every Time* quite often, but maybe we should expand on that concept and view it as *Every Person, Every Time*.

CHC's Customer Service Standards

#2 – Have a Positive Attitude

We believe that attitude is a choice. Each day, we can choose to have a positive attitude and maintain that attitude throughout the workday. Choice is powerful! We demonstrate our positive attitudes by consistently practicing these behaviors:

- Be aware of your body language and how it speaks to customers. Practice good posture, make eye contact, and walk with purpose.
- Use a kind and positive tone of voice in all communications.
- Use customers' names when possible. Smile warmly and introduce yourself.
- Respond to requests with positive statements such as *I will be glad to*, *It would be my pleasure*, and *I am happy to help*. Never create the impression that serving our customers is a bother.
- Meet customers' needs or gladly take them to someone who will. It is not acceptable to say *It's not my job*. If you are unable to meet a request, be responsible for finding someone who can. If you are unable to fulfill a request, explain the reason(s) why and offer alternatives.
- Escort customers to their destinations whenever possible.


The CHC Get Fit Club presents: Walking Wednesdays

Get up, get moving and get going with an Employee Wellness Team Member each **Wednesday** during the months of **June and August at noon** for a one-mile walk around the hospital campus.

There will be *Walking Wednesdays* at MCBG, MCS, MCF and CHC. Check with your Wellness Champion, Employee Health or Departmental Communication Board for details. Flyers with details will be distributed.

No registration needed.

For more information, call Amber Beckham, Employee Health & Wellness, at extension 1263.

 **CHC Get Fit Club...a benefit that partners with me.**

Welcome to new CHC employees!



Left to right: Jon Houchens, OHR; Brandi Perkinson, SC; Lena Marshall, Behavioral Health Services.



Standing, left to right: Erin Hunter, Cath Lab; Molly Carter, 3B. Seated, left to right: Demara Goodrich, Urgentcare; Jennifer Newman, Surgery.

90 seconds TO BETTER HEALTH

Watch WBKO for these upcoming segments of *90 Seconds to Better Health*, a medical news program presented by The Medical Center.

Stroke

Jianhua Zhu, M.D.

Tuesday, June 12, 6 p.m. News
Wednesday, June 13, AM Kentucky
Tuesday, June 19, 5 p.m. News
Wednesday, June 20, AM Kentucky

Lung Cancer & ENB

J. Randall Hansbrough, M.D.

Tuesday, June 26, 6 p.m. News
Wednesday, June 27, AM Kentucky
Tuesday, July 3, 5 p.m. News
Wednesday, July 4, AM Kentucky

Employees with Service Excellence!

June 2012

Ambassadors and Golden Pineapples are individuals who rise above day-to-day expectations. The monthly Ambassador award recognizes hourly and salaried employees; the quarterly Golden Pineapple is for supervisors and managers. If you would like to nominate someone for **Ambassador** or **Golden Pineapple**, nomination forms are available in your unit or department, and by logging on to Service Excellence through Citrix.



Brad Morris, M.D.

Shane O'Keeffe, M.D.

New Physicians Join CHC Physician Services

Beginning July 1, two physicians will join CHC Physician Services to expand access to specialists in Southcentral Kentucky. Otolaryngologist Brad Morris, M.D., joins ENT Bowling Green while Vascular Surgeon Shane O'Keeffe, M.D. joins The Heart Institute.

Dr. Morris is a graduate of University of Kentucky College of Medicine and completed his residency in otolaryngology at UK. He joins Hugh Sims, M.D. in serving all general ENT needs as well as broadening services to include the diagnosis and treatment of disorders related to the middle ear. His addition to the community allows Southcentral Kentucky residents to stay in Bowling Green for middle ear procedures previously referred to Nashville or Louisville.

Dr. O'Keeffe completed his medical degree at University College Cork in Ireland and residency training at the Medical College of Wisconsin, Vanderbilt University and University of Kentucky. He is fellowship-trained in vascular surgery from UK. A board certified surgeon, Dr. O'Keeffe comes to Bowling Green from UK HealthCare to join vascular surgeons Michael Byrne, M.D. and Don Brown, D.O. at The Heart Institute.

Both physicians are accepting new patients. To schedule an appointment, call ENT Bowling Green at 782-7768 for Dr. Morris or The Heart Institute at 796-3330 for Dr. O'Keeffe.



Seth Bunn
Ambassador

The Medical Center – Respiratory Care

"Seth is an outstanding team player. His patients love him, and he is wonderful with them. He always has a smile and is kind to everyone. He is professional, has a positive attitude, and is a pleasure to have as part of our Respiratory Team!"



Julie Burba
Ambassador

The Medical Center – 4C

"Julie is a hard worker and always a team player. She goes out of her way to help everyone. Julie always smiles and has kind words of wisdom for patients, their families, and staff. We are fortunate to have Julie on 4C!"



Tom Ward
Ambassador

Information Technology

"Tom exhibits professionalism, efficiency, and courtesy. He is very knowledgeable in his work and never hesitates to offer assistance. He is friendly and courteous to all with whom he works. Tom is exemplary at Service Excellence!"



Martin Reiter
Golden Pineapple 2nd Quarter

Information Technology

"Martin often provides support to managers and staff in the background of our healthcare operations. He ensures that requests are handled efficiently and in a timely manner. He is respectful and considerate in his interactions with all of us, and views providing quality customer service as a priority. We appreciate Martin's 'can do' attitude and all he does to support our efforts in contributing to quality patient care and improvements in processes."



May 2012 PRIDE Ideas

- Becca Newby..... CCU
- Joy StrainOutpatient Registration
- Kristina Wimpee.....Pharmacy
- Keith Jones.....Engineering - MCF
- Andy Sturm.....Education
- Crista Creekmore AtkinsCRSH
- Michael Schlabach.....4B
- Ashley Fishburn..... CCU
- Kevin Taylor.....4C
- Sherry SuggsEducation
- Jamie Tucker.....4C
- Anita East..... CFR