

Newly renovated 7 North opens



A group assembles to cut the ribbon to officially mark the opening of the unit. Holding the ribbon on each end are nurses Carla Allen (right) and Michele Bruno. Between them (left to right) are Cheryl Cheek, who represents the Women's Health consumer advisory board; Sandra McVicker, Senior Vice President and Chief Nursing Officer; Natalie Lyons-Massenberg, who represents the patient and family advisory group; Service Chief Dr. Ana Murphy; and Don Snell, President and CEO.

The faculty and staff of the newly renovated 7 North ob/gyn unit marveled at the spa-like décor during a recent open house. The unit represents the first step toward bringing a radically different approach

to women's health to the CSRA.

"We will take a holistic approach to providing comprehensive and integrated health services across a woman's life span. When we complete our conversion, women will be



MCGHealth attorney Cliff Iler tries out the new, super comfortable sleep chairs with the help of Lynn Witherspoon, Nurse Manager of the unit.

pleasantly surprised by the level and quality of care we'll offer, so much so that they won't want to get their care anywhere else," predicted Linda Wildey, Administrative Director of Women's Health Services. ♦

Coming this fall: flexible benefits plan offering more choices

Employees and their families have very different needs when it comes to choosing health care benefits. And who understands these needs better than you? These choices should be your choices. This fall, your benefits will reflect your choices.

With a flexible benefits plan, you can select affordable and customized benefits specific to you and your family. You build your own benefits.

A flexible benefits plan is a comprehensive plan that includes a wide variety of

choices not available through most benefits programs such as three medical options, three dental options, two vision options and three long-term disability options. This program also includes incentives for

continued to page 6



CEO Corner

Organizational Performance Goals for FY2010

Our Board of Directors at its last meeting approved the performance goals we've

set for our organization for the next fiscal year, which began July 1. Below are the eight parameters by which we will measure our success in the coming year.

You might recall that these are the same eight measures we had last fiscal year. However, you'll notice that we've raised the bar on our performance in three of the categories.

The financial success, cost, cash flow and cash

position metrics will remain the same as last year based on what we perceive to be a financially challenging year, perhaps the most challenging one we've had.

While we do not yet have final numbers, I can tell you that in the fiscal year just ended we increased our profitable business growth over the previous year and we are calling for another year-over-year increase in fiscal 2010.

continued to page 3

Organizational Performance Goals FY 2010

Measurement Category	Index	Threshold	Target	High Performance
Financial Success	Operating Margin	1.5%	2.0%	2.5%
Profitable Business Growth	Volume Units	2.5% Growth Over FY 2008 Profitable Volume Units	5% Growth Over FY 2008 Profitable Volume Units	7.5% Growth Over FY 2008 Profitable Volume Units
Cost	Solucient Cost Per Adjusted Admissions	\$8,200	\$7,975	\$7,800
Cash Flow	Net Days in Accounts Receivable	52 Days	50 Days	48 Days
Clinical Quality (Outcome)	UHC Total Mortality (Observed vs. Expected)	0.95	0.90	0.85
Clinical Quality (Process)	UHC CMS - 24 Metric Compliance Score	73	80	88
Customer Satisfaction	Press-Ganey Overall Satisfaction Score	75th Percentile (89.7)	80th Percentile (90.1)	90th Percentile (91.1)
Cash Position	Days Cash on Hand	122 Days	127 Days	132 Days

Stroke program earns recertification

The MCGHealth stroke program was recently recertified as a Primary Stroke Center by the Joint Commission. The program was the first in the CSRA to obtain certification in 2005. To date, there are little more than 20 medical facilities in the state that have earned this certification.

The Joint Commission conducted a comprehensive onsite evaluation and recognized the MCGHealth pro-

gram for taking exceptional steps to foster better outcomes for stroke care.

“The Joint Commission bases its biennial review on the stringent standards of the Brain Attack Coalition and the American Stroke Association. The process is thorough and detailed,” said Dr. David Hess, Chief of Neurology. “The recertification of our program demonstrates our continued commitment to excellence in

providing stroke management as well as continuous improvements in care.”

“Stroke management requires a team approach involving a multidisciplinary team. I’d like to thank the entire hospital for supporting the stroke program and for making it a nationally recognized leader,” said Chris Bonham, Administrative Director of the Neuroscience Center. ♦

CEO Corner

continued from page 2

We have also upped our expectations of clinical quality, both in terms of outcomes and process. We have put operational plans into place, such as the palliative care program, that will help us improve our mortality results simply by improving the quality of the data we report.

I and other members of the executive team have been so encouraged by the significant improvements

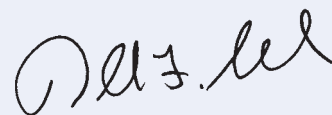
you’ve made in patient satisfaction over the past year that we want to challenge you to do even better in the coming fiscal year.

Consequently, we have a stretch goal to achieve the 75th percentile as our threshold, the percentile that was our target goal last year. It is going to take a concerted effort to move our scores, which hover just below the 75th percentile, but I am convinced that you can do it. After all, this past year, you demonstrated that

you can significantly improve patient satisfaction scores.

As we enter another fiscal year, we will face a host of challenges. However, despite the obstacles ahead, I remain confident that we will achieve our goals.

Sincerely,



Don Snell
President and CEO
MCGHealth ♦

Employees, patient advisors present at international meeting

MCGHealth employees and patient advisors and Medical College of Georgia faculty and staff will travel to Philadelphia next month for the 4th International Conference on Patient- and Family-Centered Care: Partnerships for Quality and Safety, hosted by the Institute for Family-Centered Care. For the fourth time, they will highlight the success we've achieved in developing innovative programs to build collaborative relationships with patients and families.

Presentation topics and posters range from Patient Family Centered Care in research, mental health care, ambulatory care, rounding, scripting, CLAS standards, inexpensive video production, the ICUs, neuroscience, disabilities and chronic health

conditions and patient satisfaction surveys.

MCGHealth employees who are presenting are: Pat Sodomka, Senior Vice President of Patient Family Centered Care; Sandy Hobbs, Director of Network Partnerships and Outreach; Randy Murphy, Assistant Vice President of Ambulatory Care Nursing; Glenn Bedell, Administrative Director of Ambulatory Care Surgical Services; Sandra Oglesby, Practice Site Coordinator of Surgical Subspecialties; Dr. Sharon Vincent, Director of Professional Nursing Practice; Bernard Roberson, Director of Family Services Development; Vivian Rice, CLAS Manager; Christa Butler, Neuroscience Practice Site Coordinator; Heather Murray, Family Support Coordinator; and Erica Steed, Marketing Analyst.

MCG faculty and staff include: Dr. Peggy Wagner, Director of Research in Family Medicine; Dr. Alex Mabe, Chief of Psychology; Gareth Fenley, Certified Peer Specialist; Dr. Walter Moore, Senior Associate Dean of Graduate Medical Education and Chief of Rheumatology; Christine O'Meara, Program Development Coordinator; Dr. Sol Guerrero, Medicine Resident; and Dr. Kent Guion, Associate Dean for Student, Faculty and Community Affairs in the School of Allied Health Sciences.

Christine Abbott, research technician at MCG; Darlene Evans; Paul May; Nettie Engles; Barbara Brumbaugh, Graduate Intern at MCG; and Rebecca Herzberg are participating patient advisors. ♦

Enjoy a finger stickin' good lunch for a great cause

If you like Sticky Fingers then you'll love the fundraiser for the American Heart Association hosted by the staff of the Ambulatory Care Center. For just \$8 you can enjoy a pulled pork and rotis-

serie smoked chicken BBQ lunch, including baked beans, cole slaw, Sticky Fingers sauces, sandwich bun, lemonade or iced tea and a cookie. Lunch is served July 23 from 11 a.m. to 1 p.m. in room BP 5270.

Purchase your tickets in advance from any member of the Ambulatory Care Center management staff or call Tom Wagner at 706-721-1118. ♦

Turner wins grand prize in naming contest



Diane Turner accepts the first place prize -- a three-month membership to the MCG Wellness Center — from Michele Wallace.



Mary Buchanan is pleased to receive a \$50 Earth Fare gift certificate for her second place win in the naming contest.

The wellness program currently in development has been christened “HEALTH-WISE.” The name was the brainchild of Diane Turner of Clinical Pathology and was selected as the first place winner by the H-RAC group. She wins a free three-month membership at the MCG Wellness Center. Mary Buchanan of Outpatient Psychiatry won the second place prize of a \$50 Earth Fare gift certificate. Natasha Embry of Centralized Scheduling won the third place prize of a pedometer. Nearly 30 entries were submitted.

The aim of the HEALTH-WISE program is to help you

make health-altering lifestyle changes such as weight management, fitness, stress reduc-



Natasha Embry proudly displays the pedometer she won for coming in third.

tion, nutrition and tobacco cessation. In addition, such a program could include illness prevention measures and health screenings.

“We are actively seeking ways to improve the well

being of our employees before health issues arise. We are identifying the elements needed for a comprehensive wellness program, not the least of which are efforts to increase awareness of wellness issues and ways to give our employees support as they make personal lifestyle changes that promote good health,” said Michele Wallace, Director of Occupational Health and chair of a multidisciplinary task force that is developing program components.

The program is expected to be in place later this year and will serve as a companion to the flex benefits program described on page one. ♦

Welcome new team members

Barbara Bohannon, 3 Neuroscience

Brittany Bone, Neonatal ICU

Amber Bradley, Pharmacy

Cornelius Brown, Pharmacy

Janis Cherian, 7 South

Donna Christoff, Environmental Services

Cara Collins, Emergency Medicine

Catherine Cordaro, 5C Pediatric Surgery

Sabrina Cumbermack, 3 Neuroscience

Toccare Flowers, 3 Neuroscience

Rachel Foreman, 5 South Oncology

Christina Graham, Pharmacy

Ashley Green, Operating Room

Desiree Greene, 3 Neuroscience

Christina Harvey, 4 South Surgery

Chiquita Holden, 5 West Medicine

Katya Holden, Environmental Services

Brian Kaufmann, 3 Neuroscience

Joseph Looney, Greeter Services

Lynne Luden, Neurology EMG

Veronica McGuire, 3 Neuroscience

Jessica Miller, 3 Neuroscience

Karly O'Brien, Pharmacy

Amanda Parker, Pharmacy

Ashley Richard, Pharmacy

Amanda Townsend, 5 South Oncology

Penelope Walden, Mammography

Edith Wildy, Occupational Health

Heather Williams, Centralized Scheduling

Jiali Zhou, Histocompatibility ♦

Coming this fall

continued from page 1

living a healthier, fitter lifestyle such as taking advantage of a wellness program or participating in disease management initiatives, all of which help to lower health care costs.

MCGHealth is committed to being the employer of choice, offering superior and affordable benefits. We can continue to do so as long as you remain savvy health care consumers. *News of Excellence* will feature more news about the progressive flexible benefits plan in upcoming issues. ♦

Augusta National donates \$18,000



Several employees of the Augusta National Golf Club recently toured the MCGHealth Children's Medical Center to learn more about the organization to which the Club donated \$18,000. As part of its annual giving campaign, the Club asks employees to designate a charity and the Club donates funds on their behalf. ♦

News of Excellence is published by the Public Relations Department of MCGHealth Strategic Support/Philanthropy. Sheila O'Neal is Vice President of Strategic Support/Philanthropy. Please direct all story ideas and comments to Deborah Humphrey, Director of Public Relations, at 706-721-9177 or dhumphrey@mcg.edu. Reproduction of this publication is prohibited without the express, written permission of MCGHealth's office of Strategic Support/Philanthropy. Physicians of MCGHealth are community physicians, faculty of the Medical College of Georgia or employees of MCG Physician Practice Group, not employees of MCGHealth.