

## Mercy Campus Goes Smoke Free July 1

In compliance with Ohio's new smoke-free law, smoking on the Mercy campus is permitted only in the gazebo area adjacent to the Timken Home. Each offsite location also has just one designated smoking area. Mercy will become a smoke-free campus beginning July 1, 2007.

Mercy recognizes that smoking can be an extremely difficult habit to break and is not telling associates, patients or visitors that they must quit smoking. However, for any associate interested in quitting, Mercy will be offering free associate smoking cessation classes every Thursday from Jan. 18 – Feb. 8. Subsequent smoking cessation classes will require a \$50 up-front fee that will be reimbursed upon program completion and quitting smoking during that time. For more information about smoking cessation, contact Julie Goodrick at ext. 1270.



## A Completely New Person

Frank Reale is 'living proof that lifestyle modification works'



*Frank Reale, Manager of the Professional Pharmacy, poses for a photo in Mercy Health & Fitness Center before his workout. Frank says the Center's staff has been an important factor in helping him lose 130 pounds.*

Most associates that know Frank Reale, Manager of the Professional Pharmacy, think he's a big loser. That's because during the past two years, Frank has dropped 130 pounds, lowered his cholesterol by 70 points, and reduced his blood pressure. Working out four to five days per week at the Mercy Health & Fitness Center of North Canton, Frank looks and feels like a completely new person.

It all started in 2004 when Frank's son, Matt, came home from college and wanted to work out. Armed with memberships to the Mercy Health & Fitness Center, Frank and Matt began to work out regularly together. "In the beginning, I could barely exercise for more than 10 minutes," said Frank. "But seeing positive results and hearing positive comments from family, friends and co-workers motivated me to continue."

Today Frank gets more sleep, eats a healthier diet, is less stressed, and plays basketball and softball competitively. His goal is to lose 20 more pounds and maintain his active lifestyle. "I don't want to ever stop," said Frank. "Everything inside of me and around me is so much better. I even laugh more."

Frank cited the fitness center's supportive staff and mutually respectful environment as an important factor in his success. Designed for individuals who have

a variety of health needs, the fitness center provides a friendly, comfortable workout setting. "It can be intimidating to exercise in a gym where others are showing off their physical abilities," said Eldon Jones, Director of Mercy Sports Medicine. "We strive to create a place where health, not beauty, is emphasized."

Frank will be the first to tell anyone that being "a loser" takes desire, a long-term commitment and tenacity. Having a partner for companionship and accountability also helps. "Frank's achievement is a testimony to hard work, diligence and realistic goals," said Eldon. "He's living proof that lifestyle modification works when you stick with it."

For more information about Mercy Health & Fitness Center, call 330-966-8997.

## A Message from the President and CEO



By  
Thomas E. Cecconi  
President & CEO

I am proud of the many accomplishments, awards and acknowledgements

that Mercy Medical Center continues to receive for quality patient care. In addition to the recent Employers Health Coalition of Ohio report, which you can read about on this page, Mercy was recognized by HealthGrades in its ninth annual *Hospital Quality in America* and earned Five Stars in the 2007 distinctions for cardiac care. This places Mercy among an elite group of hospitals throughout the nation recognized for outstanding clinical achievements in cardiac care. Just 10 to 15 percent of hospitals nationwide earn five-star ratings (defined as "actual performance was better than predicted and the difference is statistically significant").

The Overall Inpatient Satisfaction score for the month of November (latest data available) was the highest single month in three years, as measured and reported by an independent company (Press Ganey). Emergency Department Patient Satisfaction scores were at the highest levels in two years for the month of November. The Nursing Patient Satisfaction score for November was the highest single month ever. These scores are the result of a program focusing on key patient satisfiers.

I congratulate and applaud each of you for your efforts. Although I know that 2007 will continue to be challenging, I am looking forward to another year of success, growth and positive change at Mercy Medical Center. Thank you for all of your efforts throughout 2006 to bring these successes to Mercy Medical Center in support of our healing mission. Happy New Year to you and your families.

## Mercy Scores Well in Employers Health Coalition Report

The Employers Health Coalition of Ohio, Inc. recently issued its latest Consumer Guide to Ohio Hospital Quality. Thanks to our medical staff's, nursing staff's and other associates' efforts and dedication to quality, Mercy Medical Center received a five-star rating (significantly above average) in five categories, and four-star rating (above average) in three categories. We are pleased with our comparison to other hospitals in the state.

While there is not a perfect methodology yet developed for such reports, we must also realize that consumers and employers are more

and more proactive in accessing information about health care. We are confident that together we have achieved excellent quality at Mercy Medical Center, and we can all take pride when it is recognized publicly. Our Quality Management team has emphasized concise, accurate documentation to reflect the quality care provided at Mercy, and that has had a positive impact in public reports such as the Coalition's.

Congratulations, and thank you for your efforts to provide exceptional patient care at Mercy Medical Center.

Diagnosis	Mercy Rating
Cardiac Catheterization	****
Abdominal Aortic Aneurysm Repair	****
Carotid Artery Surgery	*****
Coronary Artery Bypass Graft (CABG)	*****
Heart Attack/Angioplasty	****
Colon Surgery	*****
Knee Replacement	*****
Pneumonia	*****

## Mercy Awarded Medal Of Honor For Organ And Tissue Donation



Gordon Bowen, Executive Director of LifeBanc (right), presents the Medal of Honor for organ and tissue donations to Jim Williams, Vice President and CNO, (left), and Tom Cecconi, President & CEO, (center).

Mercy Medical Center was awarded the Medal of Honor from the United States Department of Health and Human Services for its outstanding contribution to organ and tissue donation. Presented on October 19 at the National Learning Congress in New Orleans, this award recognized Mercy for consistently achieving a life-saving organ donation rate of 75 percent or more since January 2005.

According to LifeBanc, nearly 100,000 individuals in the United States are waiting for an organ transplant. More than 1,400 reside in Northeast Ohio. One organ and tissue donor can help up to 50 people.

# Lasting Impressions

*“Lasting Impressions” highlights Mercy associates who have recently been recognized for quality, compassionate care by patients, family members, physicians, other associates or individuals in the community. These stories are representative of the many Mercy associates that leave positive, lasting impressions by living out the hospital’s mission everyday.*

## An invitation to strangers

“The King will say ... ‘I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me.’” – Matt. 25: 34-36

“Don’t talk to strangers.” To some, this misleading maxim can mean, “Don’t get involved.” But most Mercy associates can’t help themselves. Everyday they share information, expertise, comfort, kindness (and even money) with people they’ve never met before. That kind of generosity does not go unnoticed.

### I was hungry...

Two visitors recently came to the Mercy cafeteria and attempted to pay for their order – totaling \$17.44 – with a debit card. The cashier regretfully informed them that the cafeteria does not accept debit cards and directed the visitors to the ATM in the hallway. Debra Jeffries, Lab, was in line behind the visitors and asked the cashier to deduct their bill from her payroll. The visitors said they had the money, but Debra insisted on paying.

### I was sick...

Zachary, nephew of Marianne Kinemond, a long-time cafeteria associate, is fighting leukemia. Many Mercy associates have joined Zachary, his parents and two sisters in this battle, enlisting aid and prayers from families, friends, churches and prayer groups. A number of associates also participated in a successful benefit auction for Zachary this past June. “It was a tremendous outpouring of love,” said Marianne. “Zachary now has many unnamed friends at Mercy who share in his life’s journey through thoughts and prayers. We thank God for all of you and your help and support.”



## Spirit of Mercy: “Helping Our Own”

Asking for help – even during a crisis – is hard to do, but unexpected or prolonged hardship can leave a person with few choices. Yet Mercy associates have a unique option: they can turn to the Spirit of Mercy Fund in times of need.

Spirit of Mercy was established by Mercy associates as a means to assist one another during catastrophic situations that lead to financial shortfalls, such as a lengthy, serious illness, death of a spouse, or sudden housing loss. Since 2003, the fund has provided over \$75,000 in aid for more than 130 associates. “This program is about helping our own, our ‘work family,’” said Kim Bray, Social Services

Program Coordinator for Hospice and Spirit of Mercy committee member. “Most associates say it’s difficult to admit their need, but every recipient has been grateful for the program.”

Candidates do not have to meet any specific income requirements but can apply for Spirit of Mercy only twice per year. Using a two-part process, the Spirit of Mercy committee carefully considers each application to determine if an award is appropriate and the award amount. The committee also attempts to connect associates with other community resources that may help them in their situation. “Although repayment is not

required, many associates have or intend to repay the fund,” said Kim.

Unfortunately, Spirit of Mercy cannot continue without the support of Mercy associates. Just 50 cents per pay – \$12 per year – will ensure the fund is available to every Mercy associate for years to come. “You never know when you will face a difficult circumstance,” said Kim. “Spirit of Mercy is a simple, wonderful way to care for one another in times of crisis.”

Payroll deduction forms are available in Human Resources. One-time cash or check donations are also appreciated.

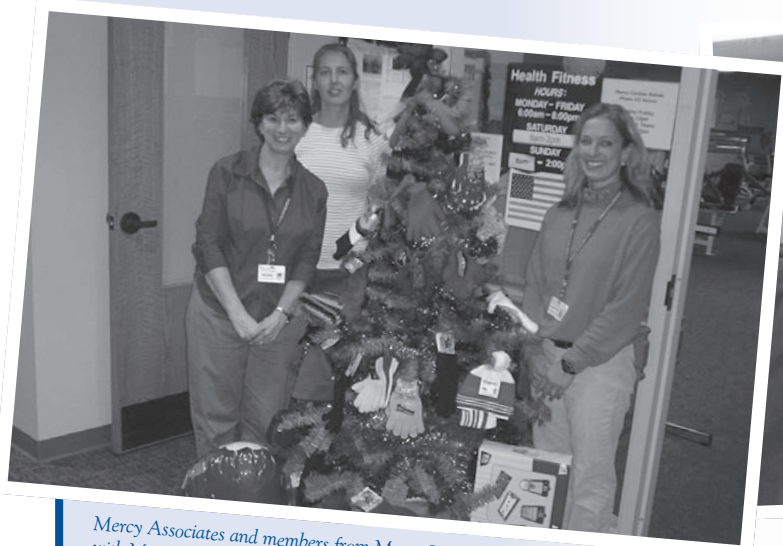
# Holiday Gifts



Tom Cecconi, Mercy President & CEO, serves up a holiday meal in Mercy's award-winning cafeteria during the annual Associate Christmas Dinner on Dec. 5. Associates celebrate the Christmas season with favorite holiday foods at the Associate Christmas Dinner.



Volunteers also shared the Christmas Spirit. Lorena Perkins, mail room volunteer, delivered mail and holiday cheer in her festive Christmas attire.



Mercy Associates and members from Mercy Health Center of North Canton - along with Mercy Health Fitness members and Cardiac Rehab Patients, St. Louis School in Louisville and others, collected toys, mittens, gloves, hats and scarves for the Skyline Terrace Dollar Store. Stephanie Wheeler from Mercy's Health & Fitness Center coordinated the collection efforts. Skyline Terrace residents were able to purchase the Dollar Store, and all proceeds will benefit Mercy Mission Outreach programs at Skyline Terrace. Pictured left to right are Hope Peloso, RN, Cardiac Rehab, and Fitness Specialists Sue Madden and Stephanie Wheeler at Mercy Health & Fitness Center.



Lynn Smith, Employee Health, and her husband, Ted, visited the Neonatal Special Care Nursery as Santa and Mrs. Claus on December 20. Dr. Irwin Weinfeld, neonatologist, dressed as Rudolph, and his daughter, Jaime Weinfeld, in an elf costume, also participated in the event. Nursery staff members dressed the babies in special outfits for their complimentary picture, and parents and siblings were invited to attend.



McKinley High grad and Clerk (above) handed out gifts to babies at Christmas party at People's Building Healthy Communities Sisters of Charity Foundation at People's Baptist Church and unite residents, service providers in northeast C...

# s and Giving



Mercy PALS participated in a "Polar Express" pajama party at Compton School in Canton. Associate Allison Goshay (dressed in a Christmas tree costume), visited Mrs. James' Kindergarten class.



Associates got into the Christmas spirit during the department decorating contest. Judging took place Dec. 15, and Maternity Services took first place. The Cashier's Office was awarded second place, and Human Resources third. Thanks to everyone who helped make Mercy festive during the holiday season.



Cleveland Cavaliers guard Eric Snow (pictured about 100 children on Dec. 14 during a... Baptist Church. The event was part of... ies, a collaborative effort between Mercy, the... of Canton, Stark Community Foundation, ... St. Anthony's Church. The partnership helps... ders and area leaders to create healthier, safer... Canton.



The staff and children of Mercy Homecare/Hospice brightened the spirits of several patients and families during their annual caroling event on Dec. 19.



In the Christmas spirit of giving, Lab associates stuffed 115 stockings for Project KARE, a Stark County Children Services program that helps over 1,000 abused, neglected and troubled children each year. Denice Pagnucco, technician, and Marianne Lockaby, Lab secretary, spearheaded the efforts.

## Retirement Plan Myths

By Lorraine Washington - Vice President, Human Resources



The biggest myth I have run into since I've been here is that Mercy Medical Center does not have a retirement plan. This is absolutely not true. I'd like to spend some time reviewing our Retirement Savings Plan. It has several parts.

### 401K with matching contributions

Our 401K is an employee contribution program that Mercy Medical Center matches by giving you fifty cents (.50) for every dollar (\$1.00) you invest up to the first four (4) percent of your salary. That means if you invest \$2,000, Mercy invests another \$1,000 for you, for a total investment of \$3000. Who else gives you fifty cents for every dollar? Certainly not the bank or a credit union. Your investment may also reduce the amount of taxes that you owe. Often people feel they can't afford to invest, and my response is that you can't afford not to. As demonstrated in the examples below, even a little invested now grows quickly over time.

Example 1: If you make \$7.00 per hour, 1% of your pay equals \$6.00 per pay. You would contribute \$147 for the year and Mercy would contribute another \$74 for a total annually of \$221.

Example 1 (1% Employee Contribution):				
HOURLY WAGE	\$7.00	\$10.00	\$20.00	\$30.00
Employee Contribution Per Pay 1 %	\$6.00	\$8.00	\$16.00	\$24.00
Annual Employee Contribution	\$147.00	\$208.00	\$416.00	\$624.00
Annual Mercy Match	\$74.00	\$104.00	\$208.00	\$312.00
<b>Annual Total</b>	<b>\$221.00</b>	<b>\$312.00</b>	<b>\$624.00</b>	<b>\$936.00</b>

Example 2 (4% Employee Contribution):				
HOURLY WAGE	\$7.00	\$10.00	\$20.00	\$30.00
Employee Contribution Per Pay 4 %	\$22.00	\$32.00	\$64.00	\$96.00
Annual Employee Contribution	\$582.00	\$832.00	\$1664.00	\$2496.00
Annual Mercy Match	\$291.00	\$416.00	\$832.00	\$1248.00
<b>Annual Total</b>	<b>\$873.00</b>	<b>\$1248.00</b>	<b>\$2496.00</b>	<b>\$3744.00</b>

*(As a reminder, investments carry risk of losing some principal. Our goal is to provide solid investment opportunities for employees who participate in our plan, however investment return and principal value of an investment will fluctuate; therefore, you may have a gain or loss when you sell your shares.)*

As you can see, if you save a small amount per pay, this can grow substantially over the years. So start small and then increase the amount when you can.

NOTE: Examples have been rounded up.

The Employer Retirement Benefit Account, funded 100% by Mercy, is probably the most misunderstood part of our retirement plan. The hospital makes a yearly contribution from 2.75% to 6% of your salary, based on your years of vested service and your eligible pay. For an employee who makes \$10.00 per hour, this contribution could be \$572 to \$1248 annually based on how long you have been an employee. This investment is made even if you DON'T participate in the 401K program. So when you get your Fidelity Statement, take a look at the ER Retirement Account column. *NOTE: If you reach age 65 while working for Mercy, you will be 100% vested regardless of number of years worked.*

Remember, the beginning of the year is a good time to make sure all your paperwork is in order. Check to see if you need to add or take someone off your insurance coverage. Also, you should report any marriage, divorce or beneficiary change.

# Pediatric Therapy Shares Christmas Cheer With Patients

Pediatric physical, occupational and speech therapies at Mercy Health Center of North Canton held their 10th annual Christmas party for therapy patients and their families on Dec. 21. Approximately 50 children – infants to teens – attended. Many receive therapy at Mercy for disabilities such as autism, cerebral palsy and language delays.

Activities included crafts, face painting, a cake walk and a visit from Santa Claus. Each child received a gift from Mercy pediatric therapy and a free 5x7 photo with Santa. “Waiting in a long line to see Santa at a mall or other retail location can be a challenge for these children,” said Melissa Scheibe, occupational therapist. “Our Christmas party gives them a chance to enjoy fun holiday activities in a comfortable, supportive environment.”

Mercy pediatric therapy also sponsors a special trick-or-treat event for therapy patients every



*Mercy pediatric therapy patients enjoy annual trick-or-treat and Christmas parties at Mercy Health Center of North Canton.*

October. All the departments at Mercy Health Center of North Canton pass out candy and other goodies to over 150 participating children. “We integrate the trick-or-treat event with patient therapy goals, such as improving cane and wheelchair skills or social interaction for autistic children,” says Karen Husted, speech and language pathologist. “It’s a super motivating day for them.”



## Flu Vaccine Program Sees Sharp Increase

Associate participation in Mercy’s Flu Vaccine Program increased sharply in 2006 with over 1,600 doses dispensed. Prior to last year, doses had not totaled even 1,000.

## United Way Wrap-Up

At the completion of the 2006 United Way Campaign, “Doing What Matters,” Mercy associates pledged over \$41,000 to help the United Way of Greater Stark County. Evelyn Ludwig, Jackson STATCARE, and Helen Kolesar, 2A/2B, each won a \$25 gift card for the Mercy Gift and Images Shops.



## January Health Observances

### Month-long observances

- Cervical Health Awareness Month
- National Birth Defects Prevention Month
- National Blood Donor Month
- National Glaucoma Awareness Month
- Thyroid Awareness Month

## Want to Get Your Story in the Pulse?

If you’ve got a story to tell, we want to hear about it! The *Pulse* staffers are always looking for interesting stories about Mercy associates and their respective departments. The deadline for submitting articles is the 15th of each month. So, make sure to submit your information as early as possible! Late stories will be considered for future issues. To submit a story to the *Pulse*, email the information to [pulse@cantonmercy.com](mailto:pulse@cantonmercy.com). You can also submit stories on Mercy’s website under Health Professionals.



## Mystery Associate

Each month, an associate’s name is hidden somewhere in this newsletter.

If you see your name with this graphic next to it, you’re the lucky winner of a \$25 gift certificate to Tri County Restaurant Association. Please call

330-489-1015

to claim your prize.

## Welcome New Associates

- Joann Baker.....Microbiology Lab
- Julia Basso .....Dietary
- Lisa Biss.....Dietary
- Christine Brothers .....Respiratory  
..... Care Services
- Sandra Fagley.....Dental Clinic
- Rebecca Gabele .....Sleep Lab
- Gary Gatts.....Pharmacy
- Jill Zernechel.....CVSOR

## Mercy Remembers Active Military Members



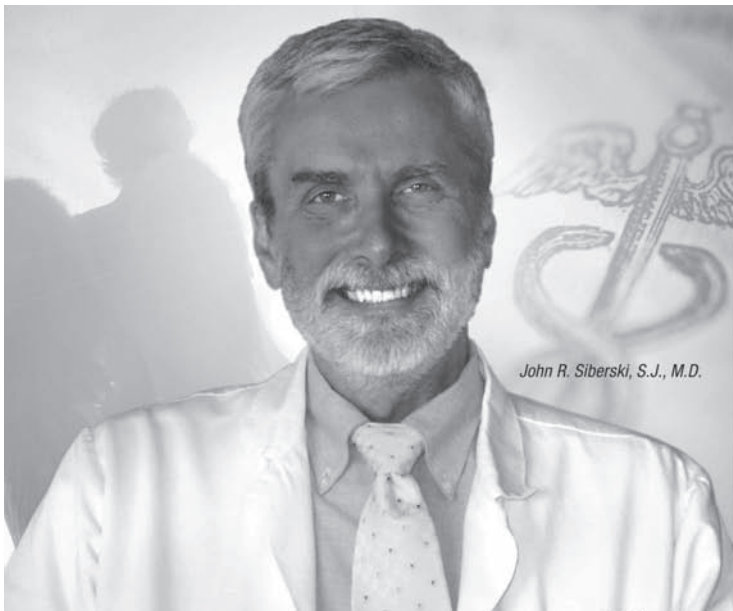
The Mission and Values Committee recently sent greetings to 40 men and women actively serving in the military that are related to Mercy associates. Each package included a deck of Mercy playing cards, a fruit snack and an inspirational note.

If you have a family member on active military duty and would like him or her to be remembered in the next mailing, please notify Bobbie Richards-Uher, Finance, or Bonnie Brinkley, Surgery.

## Security Associate Wins Standard Quiz



Chris Brumbaugh, Security, won the November Standard-of-the-Month quiz about e-mail/MOX etiquette and computer privacy. Each month a different standard is highlighted in Mercy elevators, and the quiz is available in the cafeteria and via e-mail. Associates who submit a completed quiz are entered into a monthly drawing for a \$25 gift card. All answers must be correct to win.



John R. Siberski, S.J., M.D.

## “I Did Not Forget Thee O Jerusalem: Alzheimer’s Disease and Spirituality”

**A FREE LECTURE ON SUNDAY, JAN. 28, 2007, 2:30 P.M.  
at the Walsh University, Barrette Business and Community Center  
Presented by John R. Siberski, S.J., M.D.**

John R. Siberski, S.J., M.D. is assistant dean for student life and associate professor of psychiatry at Georgetown Medical. In 1997, Dr. Siberski entered the New England Province of the Society of Jesus (*The Jesuits*). He was ordained a transitional deacon on October 7, 2006 and will be ordained a priest on June 9, 2007. Dr. Siberski has spent most of his 31 years as a physician treating the elderly. His favorite age-group is the over 80s. His motto is, “*Wrinkles Rock!*”

**Call the Mercy Healthcare Connection for reservations: 330-489-1333 or 1-800-223-8662.**

Sponsored by:   
DR. JOSEPH W. & MARY C. KOLP  
EDUCATION  
FOUNDATION INC.

In association with:  
  
**MERCY  
MEDICAL CENTER**  
A department of  
The Sisters of Charity of St. Augustine Health System and University Hospitals HealthSystem

 **WALSH  
UNIVERSITY**