

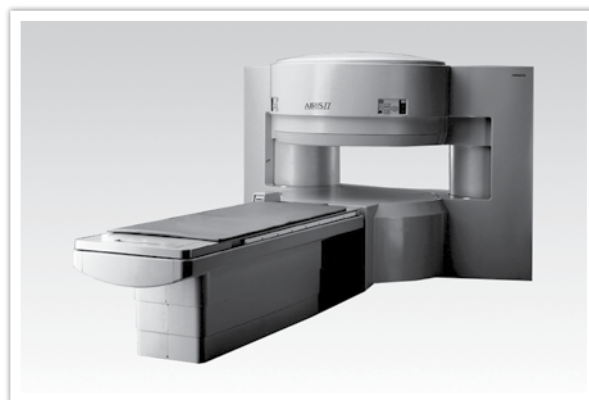


A publication for employees of Mercy Medical Center

Mercy Imaging Center of Alliance Opens Hospital Extends Radiology Services to Eastern Stark County, Broadens Capabilities with Open MRI

In a continuing effort to meet health care needs in eastern Stark County, the hospital recently opened Mercy Imaging Center of Alliance (formerly ARCH Diagnostics), located at 1401 S. Arch Ave. inside the Carnation Clinic.

With plans for additional radiology services in the near future, the facility currently offers CT testing and Mercy's only open MRI – an alternative for claustrophobic patients to traditional, enclosed MRIs. All scans are digitalized and read by Mercy radiologists.



Tom Cecconi, Mercy president and CEO, says these new services – along with the expansion of Mercy Health Center of Louisville – help the medical center carry out its mission to provide quality, accessible and affordable care for those in eastern Stark County. He adds, “The imaging center not only brings health care closer to home for people in Alliance, but also broadens the scope of our advanced radiology capabilities with the open MRI.”

Mercy Radiology Services has long been a health care technology leader. Its impressive list of firsts includes:

- First hospital in the nation to offer a school for radiologic technology (since 1949).
- First hospital in Stark County to offer Intensity Modulated Radiation Therapy (IMRT) for cancer patients.
- First hospital in Stark County to offer PET/CT, a blended imaging system that combines PET and CT technology into a single imaging system.
- First hospital in its service area to offer TomoTherapy, a unique brand of cancer treatment that treats cancer from any angle around the entire circumference of the body.
- First and only local hospital to offer a radiation therapy-based CT scanner (since 1999).
- First and only local hospital to acquire a 16-Channel MRI scanner.

April 2010

Strike, Spare & Care

Bowling and Social to Benefit MIMO

Mercy Service League will hold a Strike, Spare & Care bowling and benefit event on Friday, April 23, from 7 – 10 p.m. at Colonial Lanes in Canton. All proceeds will support Mercy International Mission Outreach (MIMO) and its medical care and aid to the people of the Dominican Republic, Haiti and other nations.

Tickets – which include a dinner buffet, shoes and two rounds of bowling – are \$40 per person for bowlers, \$35 per person for non-bowlers and \$300 for a lane sponsor of a six-player team. Lanes are limited, and reservations may be made through April 18 by calling Anna Mavrakis at 330-477-1983 or tnldesign@aol.com.

Healthcare Career Expo Slated for April 17

Together with Coming Together Stark County and Greater Stark County Urban League, Mercy will again sponsor a Healthcare Career Advising Expo on Saturday, April 17, from noon to 2 p.m. at the Southeast Community Center (“Peel” Coleman Center), located at 1400 Sherrick Road S.E. This event is free and open to the public. No reservations are required.

Attendees will have the opportunity to speak informally with representatives from a variety of health care fields and area schools that offer health care courses. For more information, call 330-489-1026.

A Message from the President and CEO



by Thomas E. Cecconi,
FACHE, President & CEO

As the second hospital in Ohio to achieve the ENERGY STAR designation, Mercy continues to be a leader in green initiatives among the nation's hospitals. The Catholic Health Association has selected us to present an overview of our growing energy conservation and recycling programs at its national conference in June. Many of our accomplishments have been driven by you – employees who champion green efforts. During our first hospital-wide Mercy Green Team meeting in March, we updated those in attendance about our current and upcoming endeavors and presented opportunities for more to become green ambassadors. I hope every employee will take this invitation seriously and promote environmental responsibility at Mercy every day.

Also, in honor of Doctor's Day – celebrated annually on March 30 – I want to salute Mercy's many exceptional, dedicated physicians who diligently care for our patients and consistently look for ways to improve care delivery and outcomes in inpatient and outpatient settings. I encourage you to join me in thanking them personally for their commitment to excellence and compassion and their support of Mercy.

Along with that, I'd like to congratulate Albert T. Domingo M.S., M.D., who was recently ranked 94th out of 1,200 robotically trained GYN surgeons in the U.S. for patient volume. Dr. Domingo performed his first robotic hysterectomy on November 26, 2008, and just completed his 80th procedure. Since implementing this innovative technology in 2008, Mercy is rapidly moving toward recognition as a Robotic Surgery Center of Excellence and a designated training center for physicians who want to learn this cutting-edge technique. The quality of our growing robotic program is another important indicator of Mercy's position as an area health care leader and provider of the best healing technology available today.

Louisville Health Center Holds Open House

Louisville Chamber Awards Hospital for Expanded Services

The medical center recently held an open house for its newly expanded Mercy Health Center of Louisville. The event included a blessing and dedication ceremony by Father Steven Agostino, priest chaplain, as well as tours of the remodeled facility, give-a-ways, refreshments, health information and more.

The Louisville Chamber of Commerce recently honored Mercy for its efforts to provide more accessible health care for the community. Barbara Frustaci, B.S.N., R.N., offsite administrative director at Mercy, is pleased with the local community's positive response to the newly renovated, 1,850-sq-ft. facility.



"We want to continue building awareness of the exceptional facility and services that we offer to residents of Louisville and surrounding areas," she says.

In addition to mammography, radiology and laboratory services, Mercy Health Center of Louisville offers onsite bone density testing, ultrasound, improved radiology imaging and CT scans with a mobile unit. Beginning in April, the center will also offer low-cost blood screenings on the third Friday of each month from 7 a.m. to 11 a.m.

Zimmerman to Receive Distinguished Leadership Award

Together with CVSCU nurse Katie Harvey, R.N., Sherry Zimmerman, R.N., C.C.R.N., has been selected as a recipient of Kent State University's Barbara Donaho Distinguished Leadership in Learning Award and will be honored at a university ceremony in May.



The annual Donaho Awards recognize area nurses who have been exemplary leaders, mentors and role models for Kent State University College of Nursing students, helping to prepare them for a career in nursing. Zimmerman was nominated by Bethany Howes, a Kent program graduate who completed a 120-hour practicum at Mercy and now works in Columbus.

Recognizing the value of mentoring, Zimmerman says working with students brings fresh perspective to her work and opens doors for graduates. She says, "After graduation, Bethany personally thanked me for my part in her practicum. The cases I helped her manage at Mercy were key in her successful job interview process."

Shape up for Mercy Health Run by Joining New Running Club

Mercy is offering a new running club for employees who want to run or walk in the annual Mercy Health Run but need help preparing for the event. Health and fitness staff members and volunteers lead weekly education and workout sessions designed to get walkers and runners in shape to finish the 5K race. Groups exercise in North Canton's Price Park and surrounding neighborhoods.

Running club participants will receive a discount on their Health Run entry fee. For more information, or to sign up for the running club, call 330-966-8997.

Register Now for May 22 Health Run



As part of the hospital's commitment to community health and fitness, Mercy Sports Medicine will again host the annual Health Run Classic on Saturday, May 22. This 5K road-race will begin at 8:30 a.m. with the start and finish at Mercy Health Center of North Canton, located at 6200 Whipple Ave. N.W. This year, the run will feature a

new course that no longer includes the hill. The top three overall female and male finishers, as well as top three finishers in each age group, will receive an award.

A free 0.6 mile Kids Fun Run will take place at 8 a.m. Children of all ages are welcome to participate, and all finishers will receive a goody bag.

Free food, beverages and post-race massages will be available. And, all participants will be entered into raffles for two round-trip AirTran Airways tickets to any AirTran destination and four VIP seats for any event at Cleveland State's Wolstein Center. The male and female who set new course records will each receive a \$50 gift certificate to Second Sole Athletic Footwear.

Participants can register for \$20 online at OhioChallengeSeries.com or by paper registration if received at Mercy Sports Medicine by 5 p.m. on Thursday, May 20. Same-day registration begins at 7 a.m., and the cost is \$25. All pre-registered runners will receive a Mercy Health Run t-shirt. For more information or to receive a registration form, call Mercy Sports Medicine at 330-966-8920.

AIDET Helps Employees See Care from Patient, Family Perspective

In a busy, often urgent health care environment, employees may forget that patients and their families normally don't understand Mercy processes, which increases anxiety about their health condition. It's critical for employees to keep the patient perspective in mind during every interaction.

The acronym AIDET – acknowledgment, introduction, duration, explanation and thank you – can help. As Mercy's five-step plan for ensuring excellent service, AIDET represents a simple, common-sense approach to communicating with patient, families, visitors and others.

AIDET means:

Acknowledgment – Greet people with a smile and call them by name whenever possible.

Introduction/Welcome – Whether in person or on the phone, introduce yourself politely and give your title. Let people know how you are going to help them.

Duration/Time Expectation – Keep in touch to ease waiting times. When there are delays, let patients and their family members know about how long it will be. Use service recovery when appropriate.

Explanation – Advise people of what you are doing, how procedures work and who to contact for assistance.

Thank You – Foster an attitude of gratitude. Thank people for choosing Mercy and for allowing you to care for them. Ask, "Is there anything else I can do for you? I have the time."

Key Community Leaders Attend Diversity Council 'Meet and Greet'

Mercy Diversity Council hosted a "Meet and Greet" reception in March for informal networking and to share information about Mercy's efforts to improve diversity in its organization. Leaders of key diversity and minority organizations in the community and representatives from area schools, Mayor Healy's office and minority-owned vendors attended. Lorraine Washington, vice president of human resources, leads the Mercy Diversity Council, which includes employees from across hospital departments.



Older Driver Discussion Groups

Receive \$75 for participation

Drivers aged 60 or older are invited to a focus group discussion.

Participants will discuss their driving habits with other seniors.

No matter how much or how little you drive, we want to hear from you.

The focus group will take 2 hours.



- April 8 or 9 at Mercy Medical Center in Canton
- April 8 at Mercy Health Center in Carrollton or
- April 9 at Mercy Health Center in Tuscarawas

Call toll free at 1-888-390-4338 for more information.

May 22 Plant Exchange to Include House Plants

Gardening enthusiasts at Mercy will celebrate spring with a plant exchange on Saturday, May 22, from 9 – 10:30 a.m. at the back of employee parking lot C. This year's exchange will include house plants.

Those interested in being part of the exchange should bring plants, cuttings and/or seedlings to give away in bags or containers that are clearly labeled. Employees must bring plants to participate and may take home the same number they bring. To RSVP, contact Sue Fowler ext. 1415 between 9 a.m. and 5 p.m., or email her at susan.fowler@cantonmercy.org.

Cafeteria Adds Sub Sandwich Line, Changes Hours

Mercy Cafeteria recently added a new food station where customers can custom order subs and salads. This station – part of Mercy's emphasis on offering healthier food choices – continues to grow in popularity.

Also, employees should note that the cafeteria now closes at 3:30 a.m. For questions about the cafeteria, contact Brian Colosimo, food service director, at 330-489-1319.

Green Scene

News from Mercy Green Team

Hospital-wide Meeting Gathers Broader Support for Green Initiatives

With more than 75 in attendance, the first hospital-wide green team meeting last month provided a venue for all interested employees to learn about the hospital's ongoing conservation initiatives and suggest new avenues for change.

Green team leaders Richard Regula, market outreach, and Elaine Campbell, fund development, were joined by Jeff Smith, vice president and chief operating officer, Sister Carolyn Capuano, H.M., vice president of mission and ministry, Nick Bagnolo, vice president of construction management, and others as they discussed the history, successes and impact of Mercy's efforts to conserve energy, recycle, buy green and build green. Ed Lee, a sales manager at J&J Refuse, also discussed the medical center's recycling process and how it can grow in the future.

Campbell, who was pleased by the number of employees who participated, believes the input and buy-in from Mercy employees is key to the green program's long-term sustainability. "Our employees are the eyes and ears of the green initiative," she says. "They see opportunities for conservation on a daily basis and know better how to make it work while maintaining the level of care Mercy is known for."

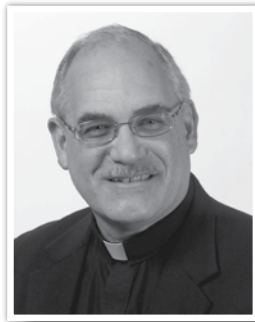
Before the meeting ended, many offered additional green ideas – from reusable cups in the cafeteria to increased recycling awareness and efforts with main campus and off-site employees, patients, families and visitors. The green team plans to hold quarterly meetings; in the mean time, employees are invited to contact Campbell at ext. 6986 or Regula at ext. 1092 with additional input.



About 75 employees attended Mercy Green Team's first hospital-wide meeting in March.

Mercy Welcomes New Chaplain

Mercy is pleased to welcome Father Steven J. Agostino as its newest priest chaplain. Available to assist patients, families, staff and volunteers, Father Agostino began his hospital ministry in February with an Ash Wednesday Mass and also serves at St. Joan of Arc Parish, where he will reside.



With degrees in sociology and theology, Father Agostino most recently served as associate pastor of St. Rose Parish in Girard, Ohio. Originally from Detroit, Mich., his previous ministries have included teaching and chaplaincy at Cleveland-based St. Ignatius High School and St. Louis University in St. Louis, Mo.

Mercy Provides Evening of Relaxation, Education for Breast Cancer Survivors

With funding from a Northeast Ohio Susan G. Komen for the Cure grant, more than 100 women – both newly diagnosed and longtime survivors – spent an evening enjoying spa treatments, a steam room and hot tub, dinner, education programs and gentle exercises classes at GlenMoor Country Club and Spa in February. Instructors included professionals from Mercy and GlenMoor Spa. The evening's keynote speaker, Sarah J. Tower, M.S., C.C.L.S., director of adult and children clinical programs at Stewart's Caring Place presented a talk on *The Second Half of Life*, focusing on how to move on after a breast cancer diagnosis.



Stephanie Wheeler, M.S., (front right) clinical exercise specialist at Mercy Health & Fitness Center, leads breast cancer survivors in gentle exercises practiced through Mercy's Cancer Well-Fit program.

Sports Medicine Joins Youth Injury Prevention Partnership

Coaches Clinic for Youth Sports to be Held April 29

Mercy Sports Medicine, the Stark County Health Department (SCHD) and Safe Kids Stark County are working together to implement free coaches clinics for area youth sports leagues. This partnership, funded by SCHD's four-year injury prevention grant from the Ohio Department of Health, will focus on childhood injury prevention with an emphasis on sports-related injuries. Mercy Sports Medicine currently offers Ohio Department of Education-approved clinics for high school coaches.

Eldon Jones, director of Mercy Sports Medicine, believes expanding these educational clinics to include parents and volunteers that coach youth recreational sports is an important step in reducing sports-related injuries in children. He says, "Through lectures and hands-on demonstrations, we'll provide training focused on keeping young athletes healthy and in the game."

Other clinic features will include equipment assessment and policy development for, among other things, ongoing training and education.

The next youth coaches clinic will be held from 6 – 8:30 p.m. on Thursday, April 29, at Mercy Hall Auditorium. The clinic is free and open to any parent or volunteer who coaches youth recreational sports. To reserve a seat, call the Stark County Health Department at 330-493-9904, extension 282. For more information about the clinic, call Mercy Sports Medicine at 330-966-8920.

Mercy Hosts Ninth Annual Diabetes Fair

Mercy Diabetes Education recently hosted its ninth annual Diabetes Health and Equipment Fair, a free event for the community and health care professionals. The fair included a variety of screenings, product demonstrations and health and nutrition information, all with the goal of promoting education and wellness for those with diabetes and their families.

Mercy Compliance Hotline: 1-888-511-4103

The Word on Wellness

To learn more about employee wellness programs, check the MercyNet Wellness Page, or contact Kathy Wise, employee health and wellness manager, at 330-489-1479.

Grand Prize Drawings for Taking the HRA

Employees who take the online confidential health risk assessment (HRA) between now and May 10 will automatically be entered into a drawing for a Wii Fit System, an iPod and stereo docking system, or one of several other prizes. Those who are interested can take the HRA from any computer or use one provided at the Employee Wellness Fair. Details about logging on and taking the HRA are available on the MercyNet wellness page.

Fighting Childhood Obesity, a Four-Part Series

Starting May 5, Mercy will offer a four-part series on preventing and combating childhood obesity. Topics will include calculating body mass index (BMI) and its relationship to health risks, the importance of portion sizes, creative ways to help your kids stay active and tips on how families can create and maintain a healthy lifestyle.

Save the dates:

- May 5 at 11:30 a.m. in conference room E.
- June 2, Aug. 4 and Sept. 1 at 11:30 a.m. in conference room C.

Escape to Paris at 2010 Employee Wellness Fair

Do the French really have a lower incidence of heart disease than Americans, even though they eat rich foods? Employees can find out the answer to this question and others with an “Evening in Paris” during the annual Mercy Employee Wellness Fair on April 14 and 15.

Free screenings for cholesterol, blood glucose, blood pressure, pulmonary, bone density, fitness and more will be available. Those who attend will receive free popcorn and a thank-you gift, plus several opportunities to win a gift basket.

Pre-fair screenings will be offered the week prior to the fair by appointment, and employees can pick up their results at the fair. Contact human resources at extension 1159 to schedule an appointment. Screenings will be available at off-site locations the week of April 19. For more information, call the wellness office at ext. 1479.



Michael Burick Jr. - Central Transportation



Dr. Steven Smith, D.D.S., and Ruth Byrd, C.D.A., provided free dental screenings at Mercy's annual Family Health Fair.

Mercy, SCDL Team up for Family Health Fair, Cover Uninsured Day

The Stark County District Library's main branch in downtown Canton hosted Mercy's annual Family Health Fair and Cover the Uninsured Day event in March. In addition to activities, refreshments and door prizes, many hospital health care professionals were on hand to administer health screenings and answer questions.



Mystery Employee

Each month, an employee'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.