

A publication for associates of Mercy Medical Center

Centennial Open House on March 2 To Showcase Mercy Services

Fun Family Event Will Feature Behind-the-Scenes Tours

On Sun., March 2, employees, physicians, volunteers and their friends and family are invited to explore Mercy Medical Center during a festive Centennial Open House from 1 p.m. to 4 p.m.

Major attractions will include tours of the surgery center, radiology, clinical laboratory, cancer center, emergency department, maternity services and the heart center. Guests will enjoy giveaways and refreshments and have the opportunity to see surgery suites, the pharmacy robot, a CT scanner, an MRI, the emergency heart cath room, the sleep lab and more. Tom Ceconi, president and CEO, along with other members of the executive team, will be on hand to meet and greet guests.

Kevin Arnold, director of the emergency department and a member of the Mercy Centennial Committee, believes the open house will be a unique opportunity for everyone to learn more about Mercy's world-class services.

He said, "Employees, physicians and volunteers can share their work environment, roles and duties with friends and family. Plus, individuals can view areas of the hospital that are frequently inaccessible to the average person. Participation from all departments at some level is the goal."

Everyone at Mercy can encourage family, neighbors and friends to check out the hospital and see why it's the first place to think of for healthcare. Invitations will be coming soon in the mail.



For more information on the open house festivities contact your department managers or Public Relations.

FEBRUARY 2008

Mercy Senior Friends Now Free

Membership to Mercy Senior Friends, a program designed for adults age 50 and older, is now free. And, while all the current benefits of this valuable program will stay the same, members can look forward to additional perks and programs to be rolled out in 2008.

Senior Friends offers an outstanding array of healthy living programs and healthcare discounts, including:

- Hospital VIP Program – Senior Friends who come to Mercy receive insurance claims filing assistance, cafeteria and gift shop discounts, an emergency response system at a discount rate, and (for inpatients) a complimentary, daily meal for a spouse or caregiver.
- Guidance from a trained Medicare specialist.
- Regular, free health screenings and wellness workshops.
- A variety of social activities, including luncheons, seasonal parties, a book club, day and overnight trips, movies and enrichment classes.
- Discounts on group travel and many other products and services.
- Free copies and notary services.

If you or someone you know is interested in joining Senior Friends, call the Mercy Healthcare Connection at (330) 489-1333 or (800) 223-8662.



A nonprofit corporation of

The Sisters of Charity of St. Augustine Health System and University Hospitals HealthSystem

A Message from the President and CEO



by
Thomas E. Ceconi
President & CEO

I am excited to invite you to the Mercy Centennial Open House on March 2. It will be

an exceptional chance to tour many of our departments. Opportunities to see the inner workings of our medical center – including some of our most technologically advanced equipment – are rare, so I hope all of you will participate and bring family and friends. Mark down the date and plan to help us celebrate 100 years of outstanding service and the start of a second century of health care leadership in the community. Come join in the fun and show others why Mercy is the best choice for all their health care needs.

We will also be holding employee meetings in March, where you will receive updates on many of the projects going on at the hospital and our off site locations. Managers will be posting dates for those meetings in the near future. I look forward to seeing you at the meetings and answering any questions you may have.

Finally, if you or your family members don't already have a dentist, I want to encourage you to take advantage of our onsite dental services. Mercy now offers quality dental care, including the latest techniques and equipment, at a reasonable cost. The convenience of on site service for employees is also an added benefit. Call 330-471-5950 to schedule an exam.

Mercy Homecare Named To 2007 HomeCare Elite

Mercy Homecare was recently named among the 500 best-performing home health care agencies in the U.S., placing them in the nation's top 10 percent. The 2007 HomeCare Elite list, compiled by OCS, Inc., a leading post-acute healthcare information company, ranks the most successful Medicare-certified home health care providers by performance measures in quality outcomes, quality improvement and financial performance.

Anne Poleon, manager of Mercy Hospice and Homecare, credits the homecare staff for their critical role in achieving this recognition. She said, "Our qualified, experienced nurses, therapists, social workers, homecare aides and pastoral care staff work together as team to help our patients achieve maximum independence in the home setting. This designation recognizes the level of care they strive to provide every day for every patient."

Mercy Homecare services, which must be ordered by a physician, include:

- Skilled nursing services, such as telemonitoring, medical/surgical, maternal/child, pediatric, infusion therapy and wound care.
- Rehabilitative therapy, homecare aides, nutrition counseling, social services and pastoral care.

Mercy Participates In Komen Community Challenge



Representatives from the Northeast Ohio Susan G. Komen for the Cure – including several Mercy employees – joined Ohio's First Lady Frances Strickland, Ph.D. (seated, front right), for the Komen Community Challenge, held Jan. 22 in Columbus. The event, which focused on closing gaps in breast health care for the underserved in Ohio, included a luncheon with state representatives, a gathering at the governor's mansion and audience with Mrs. Strickland. Mercy ANGEL Network member Linda Stevens (back row, left) also participated.

Mercy Implements Digital OR And SnapShot Pulse

Upgrades Make Procedures and Scans Safer, More Efficient

The Mercy Surgery Center recently implemented advanced digital operating room (OR) technology in two of its surgical suites, further expanding the hospital's capabilities for minimally invasive treatment. The digital OR will make minimally invasive procedures safer and more efficient.

David Linz, M.D., medical director of the Mercy Surgery Center, notes that minimally invasive techniques are the future of surgery. "Adding digital ORs allows Mercy to be on the cutting edge of one of the biggest trends in medicine," he said. "Our touch panel user interface and control software were created specifically for Mercy, and our surgeons and staff members were involved in the design from start to finish."

The digital OR integrates emerging and digital surgical technologies, including real-time distribution of high quality audio/video and digital images that can be used for consultation and communication both inside and outside the OR. This system reduces operating time and increases the surgical team's efficiency and control. In addition, all operating rooms can be viewed from a single location, helping improve room utilization.

Outside the OR environment, audio-visual connectivity among conference rooms, auditoriums and classrooms on or off-site enables surgeons to be telepresent, facilitating education and telemedicine.

Laurie Hartline, R.N., director of surgical services, believes the digital OR will benefit patients, surgeons, OR staff and Mercy as a whole. She said,

"This OR design is so efficient that we will be able to focus even more on the patient, whose information will be available at the touch of a button. Plus, the digital OR's versatility will enable us to easily incorporate new technologies as they develop."

SnapShot Pulse Decreases Radiation

Mercy Medical Center recently implemented a state-of-the-art, radiation-reduction tool for its 64-slice LightSpeed® Volume Computed Tomography (VCT) imaging system. Called SnapShot Pulse, this new technology decreases the radiation dose to individual patients by as much as 70 percent.

Tasneem Khimji, M.D., a Mercy radiologist who specializes in cardiac CTs, believes SnapShot Pulse will make the hospital's VCT even safer for cardiac screenings without compromising image quality.

She said, "SnapShot Pulse addresses the concerns about the amount of radiation needed to obtain images of the full cardiac cycle. This upgrade will, in particular, minimize the risk to women (specifically, radiation to their breasts) and younger patients."

SnapShot Pulse synchronizes with a patient's heart rate, turning X-rays on only during the required heart phase and turning them off completely at all other times. This advanced technique – which captures a complete picture of the heart using a series of three to four "snap shots" – precisely corresponds with the cardiac cycle, reducing the radiation dose by up to 70 percent compared to other CT scanners.

Ahmed A. El Ghamry Sabe, M.D., medical director of Mercy Cardiovascular Center, is pleased with the addition of the SnapShot Pulse. "It is very important that we consider the health of the whole person when we order tests or administer treatment of any kind," he said. "This upgrade to Mercy's 64-slice CT scanner means our heart center can more strongly advocate cardiac CT exams for more of our patients."

SnapShot Pulse also helps improve workflow by reducing the image size that needs to be reconstructed and reviewed. A typical SnapShot series consists of 280-400 images, compared with the up to 3,000 images in a typical cardiac scan series. With fewer images to construct, SnapShot Pulse takes less time while still delivering the same amount of information.



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.

Mercy Steps Up Hand Hygiene Initiatives

Clean hands are at the heart of good patient care. One of the most basic health care concepts, appropriate hand hygiene, according to the Centers for Disease Control and Prevention (CDC), can terminate outbreaks, reduce transmission of antimicrobial resistant organisms – like methicillin resistant staphylococcus aureus, or MRSA – and reduce overall infection rates.

To make adherence to hand hygiene guidelines easier for employees and physicians, Mercy recently installed hallway sinks in most patient units. This measure is the latest in a series of hand hygiene upgrades throughout the hospital, including alcohol gel dispensers in each patient room, in patient care unit hallways and by major elevators on every floor. The hospital also conducts monthly inspections of hand hygiene compliance.

Mercy follows the CDC’s recommendations for hand hygiene.

- All health care personnel must cleanse hands before and after contact with every patient and/or equipment in the patient care environment, as well as before and after gloving.
- Hands may be washed with soap and water, followed by alcohol gel.
- Alcohol gel may be used alone in many cases. However, washing with soap and water is necessary when hands are visibly soiled; there has been visible contact with blood or body fluids; after using the restroom; after attending to patient restroom needs; and always when a patient is in contact isolation. After washing, follow with alcohol gel.
- Hand washing should be for a minimum of 15 seconds.
- When using an alcohol-based handrub, apply product to palm of one hand and rub hands together, covering all surfaces of hands and fingers, until hands are dry.
- Health care personnel who are caring for patients in any way are not permitted to wear artificial nails and must keep natural nails to less than one quarter of an inch long.

To learn more about CDC hand hygiene guidelines, visit Cdc.gov/handhygiene. Or, contact Mercy Infection Control at ext. 3080 or 1226.



Dr. Brian Simmons washes his hands in the new hallway sink on 2 Main.

Mercy Hospice To Hold ‘Fashionable’ Fundraiser

Mercy Hospice will hold a style show luncheon on Sat., April 12 from 11 a.m. to 3 p.m. at First Christian Church’s Heritage Hall, 6900 Market Ave. North in Canton.

The event will include basket, restaurant and 50/50 raffles and door prizes. All proceeds will support hospice patients and their families and provide expansion of hospice services.

Tickets are available for \$25 each on a first come, first serve basis. No tickets will be sold at the door. For tickets or to make a donation toward the event, call 330-649-4380.



Lasting Impressions

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

Toys for Tots to Bring Joy All Year

Many children who come to Mercy this year will take home a new friend, thanks to the Marine Corps League, McKinley Detachment 277, which oversees the Toys for Tots program in Stark County.

Dan Beckham, commandant, brought bags of stuffed animals for his daughter Danielle Haines, R.R.T., a Mercy respiratory therapist, and others to distribute to children wherever they might be at Mercy.

“Being at a hospital can be an uncomfortable experience for a child,” said Danielle, whose husband is also in the Army Reserve. “So, while respiratory staff members are in the NICU, the emergency department, pediatrics or anywhere else at Mercy, we can bring something for children to cuddle with.”

She added that the animals are also available to “kids who come in with an ill parent or grandparent. We give them to all the siblings. Toys for Tots has made it possible for us to give children something to help them through a difficult time.”

Polar Express Day Was ‘Spectacular’

Together with the Mercy Fitness Center in North Canton, Ronald McDonald Charities, Southwest Area Neighbors (SWAN) and Shared Blessings (a local women’s group), Mercy PALS gave each student at Compton Elementary School in Canton new pajamas for the annual Polar Express Day.

Sylvera Greene, Ph.D., Compton principal, thanked Mercy PALS on behalf of Compton staff and students. She wrote,

“How could we possibly thank all of you enough for all you do for us? The Polar Express Day was spectacular because of you. Talk about reaching out to the community...In this specific project, you have met this goal, 100%. Just look at the networking you have achieved. Through your expert teamwork, your big soft hearts, and your determination to make every child feel part of something, you have touched not only the children, but also the teachers, parents and other community members.”

Staff member Abby Booth echoed Principal Greene’s appreciation when she wrote, “I will remember all the joy and excitement on the faces of our students. You truly gave them a Christmas to remember. Thank you.”

Thanks to Environmental Services, Rehab Floor Gleams

Brenda Young, a Mercy physical therapist, was not sure the rehab gym floor could be stripped, waxed and buffed. Tape was stuck to the floor in many places, and rehab employees had been unable to remove it. But environmental services staff members, including John Feney and Terry Leech, tackled the tough job in one night, making the rehab floor shine.

In her thank you note, Brenda expressed appreciation not only for that cleaning, but also for the superior nature of ongoing work.

“When I arrived to work on Saturday morning, I almost needed my sunglasses, the floor shone so beautifully. Not a trace of tape or adhesive anywhere! Great job! Please thank all involved for being invested in their work and performing a job well done.

“And, I would like to say that Irena Stine and Sue Edwards are outstanding at what they do. Not only do they go above and beyond with keeping our floor clean and sanitized, but they go out of their way to be kind and helpful to staff and patients alike. They are remarkable and are to be commended. I don’t remember a time in the almost eight years I have worked on the rehab unit that our floor has been as well cared for as it has been since this team of women have worked up here.”

February Health Observances

Month-long observances

AMD/Low Vision Awareness Month
American Heart Month
International Prenatal Infection Prevention Month
Kids' Ears, Nose and Throat Month
National Children's Dental Health Month
National Wise Health Consumer Month

Week-long observances

Patient Recognition Week (1 – 7)
National Burn Awareness Week (3 – 9)
Congenital Heart Defect Awareness Week (7 – 14)
Cardiovascular Professionals Week (10 – 16)
Child Passenger Safety Week (10 – 16)
Children of Alcoholics Week (10 – 16)
Duchenne Muscular Dystrophy Awareness Week (10 – 16)
National Cardiac Rehabilitation Week (10 – 16)
National Eating Disorders Awareness Week (24 – Mar. 1)

Day-long observances

Give Kids A Smile Day (1)
National Wear Red Day 2008 (3)
Girls and Women in Sports Day (6)
World Day for the Sick (11)
National Transplant Donor Day (14)
National Women's Heart Day (15)

More Than 250 Join Start! Walking Initiative

Mercy recently kicked off its Start! Walking Program with 256 employee participants who want to demonstrate their commitment to living a longer, healthier life.

If you have joined Start!, please keep track of your walking miles and record them on the MercyNet Wellness Program page on daily or weekly basis. Log on by using your sign-on ID (if you have one) or the first six digits of your last name followed by your first and middle initial. Also, please complete the three-question on-line survey.

When viewing your mileage log, you will see your last 20 entries only, but your total will keep accumulating. Mercy will gather totals on Monday morning for the previous week, so please make weekly entries by Friday or Saturday to get credit for the entire week. Weekly results will be posted on the banner outside the cafeteria.

Walking maps, wellness tips and information, and updated results for the top teams and individual walkers will be displayed on the MercyNet Wellness page. Please check the page regularly.

Weight Management, Dance Classes To Come

Mercy will start a weight management program in March, and details will be available on the MercyNet Wellness page. The hospital is also looking for instructors to teach hip hop, zumba and ballroom dance classes. If you are a trained instructor or know someone who would be interested in teaching, please contact Kathy Wise, wellness coordinator, at wisekg@csauh.com or ext. 1479.

Jewelry Sale To Benefit Mission Outreach

Mercy Mission Outreach will sponsor an In Design jewelry sale on Thurs., Feb. 14 and Fri., Feb. 15 from 7 a.m. to 4 p.m. in the Mercy Surgery Center, lower level.

All items will be available for only \$6, and all proceeds will benefit Skyline Terrace programs. Cash, checks, credit cards and payroll deduction will be accepted. For more information, contact mission outreach at ext. 1307.

Mercy Implements Up-Front Collections For Patient Services

To reduce administrative billing costs and the number of patient accounts going to collection agencies, Mercy is implementing up-front collections.

While services are never refused based on financial circumstances, the hospital is asking patients to pay what is owed per insurance contract (co-pays, co-insurance or deductible) or make a self-pay deposit prior to CTs, MRIs and, in the future, surgeries and other ancillary services.

Connie Smith, director of patient accounts, believes up-front collections can benefit patients, too. She said, "Patients have an opportunity to discuss their account and address billing or financial questions before costs are incurred."

In recent years, Mercy began requesting co-pays at its STATCAREs and in the emergency department. According to Connie, most patients have accepted this process.

She added that employee cooperation and support of up-front collections is essential to hospital revenue. "The dollars collected prior to services help Mercy continue business in the community," she said. "It also helps Mercy provide the most up-to-date technological equipment for testing and treatment purposes and well-staffed departments to care for our patients and their families."

Vestibular Rehab Now Available At Four Mercy Locations

Mercy now offers vestibular rehabilitation services at four locations, including the Mercy Health Center of Carroll County, the Mercy Health Center of Lake, the Mercy Health Center of North Canton and Mercy's main campus.

This therapy is effective for patients with certain conditions that cause unsteadiness, gait difficulty, persistent headache/neck pain, nausea, ringing in the ears and hearing loss. Treatments include special repositioning maneuvers and techniques, adaptation and posture stabilization exercises, and visual balance retraining. Therapy normally lasts four to six weeks.

Sports Medicine Offers Golf Fitness

Mercy Sports Medicine now offers the Titleist Performance Institute's (TPI) golf fitness program at the Mercy Health Center of North Canton. This course includes a fitness screening, video swing analysis, education and workout plan. To learn more about TPI golf fitness, call 330-966-8920.



Benefit Matters

Mercy Introduces Optimal Health in 2008

Mercy's New Year's resolution for 2008 is helping employees and their families become healthier.

Along with the Start! Walking Challenge and new preventive health care coverage, Mercy is pleased to offer Optimal Health at no cost to employees and any family member enrolled in Mercy's medical plan.

Optimal Health specializes in helping individuals manage chronic diseases, such as asthma, chronic obstructive pulmonary disorder (COPD), diabetes and heart disease, including high blood pressure and elevated cholesterol. The program offers personal health coaches (registered nurses) who will partner with you to:

- Make sure you receive appropriate, quality medical care for chronic diseases.
- Help you understand your chronic disease and the best way to manage it.
- Guide you through the maze of medical information.
- Help you enjoy the quality of life you deserve.

Informational packets were recently mailed to your home. Please take a moment to review this important information and make your new year a healthy one for you and your family.

Welcome New Employees

Mary Blair	Environmental Services
Stacie Cindea	10 Main – Medical – Pulmonary
Sandra Elliott	Patient Accounts
Seth Ferrell	Emergency Dept
Miranda Haapapuro	CT Scan, Radiology
Shelley Hathaway	Dietary
Deanna Heid	5B – Behavioral Health
Matthew Heinle	Administration
Amanda Jenkins	9M – Telemetry
Regina Kandel	Phlebotomy Lab
Nicole Kula	7 Main – Teaching
Paige Lengler	8 Main – Oncology
Gina Lorenzo	10 Main – Medical – Pulmonary
Merrie Mcbride	10 Main – Medical – Pulmonary
Lake Minor	4 Rehabilitation Unit
Samantha Nicholson	2A/2C Maternity
Geri Peltier	5 Main – Child & Adolescent
Christine Sefert	Environmental Services
Timothy Seitz	Security
Stephanie Sheeler	Volunteer Services
Laura Shilling	4 Main – Orthopedic
Stephen Soni	4 Main – Orthopedic
Christina Stark	Telecommunications
Kathy Wise	Human Resources
Richelle Woytko	4 Main – Orthopedic

Cafeteria Offers Best Quality, Variety Despite Rising Costs

To keep pace with rising food costs, the Mercy Cafeteria will increase its prices, effective March 1. Despite the change, the cafeteria will continue to offer the wholesome, appetizing choices that employees, patients and visitors have come to enjoy.

Jeff Smith, senior vice president & COO, said Mercy will do all it can to keep prices as low as possible. “I’m sure most employees have noticed similar changes at the grocery store. However, I believe our cafeteria will still offer the best quality and variety of food for the cost. And, we will strive to maintain affordable pricing.”

Price increases will be limited to actual cost increases and will vary from item to item. Employees will still get a five percent discount with payroll deduction.

Food and supply costs went up by more than five percent in 2007, affecting food products across the spectrum. Many factors have contributed to the increase, including the cost of fuel, use of agricultural products for bio-fuel, weather, increased demand from foreign consumers and overall inflation. Petroleum is also a key product in the manufacture of packaging and disposable products and factors into the final cost of products sold in the cafeteria.

Mount Augustine Tour RSVP Due March 4

As part of Mercy’s Centennial celebration, free tours of Mount Augustine, the Motherhouse for the Sisters of Charity of St. Augustine, will be conducted from 10 a.m. to 2 p.m. on April 7, May 6 and June 2. Located in Richfield, Ohio, Mount Augustine is home to several Sisters who have worked at Mercy.

Because seating is limited to 12 individuals per trip, interested employees and volunteers must RSVP using the attached form by March 4. Completed forms should be returned to volunteer services. Twelve names will be drawn at random for each trip.

Mount Augustine Tours

Our Mission Continues

1908 · 100 YEARS · 2008

Name

Department

Phone Extension

I would like to travel to Mount Augustine on (please check one):

Mon., April 7

Tues., May 6

Mon., June 2