

PULSE

A publication for associates of Mercy Medical Center

APRIL 2007

Wanted: Mercy Memorabilia

Mercy will celebrate its centennial anniversary as a community health care provider in 2008. In planning for this momentous event, the Centennial Celebration Committee is seeking Mercy memorabilia, including photos and other mementos related with the hospital and its associates. For more information or to offer items, please call Public Relations at ext. 1015.

Committee distributed 'celebration survey'

Because Mercy associates have been an important part of the hospital's success, the Centennial Committee distributed a survey to gather associates feedback about commemorative activities. Associates are encouraged to share their ideas and opinions about proposed events.



Volunteers staff the Mercy Heart Center information desk, the Mercy Gift Shop (left) and a Senior Friends event (bottom right).

Saluting Our Volunteers - Volunteer Week is April 15-21



Mercy volunteers have become an integral part of carrying out the hospital's mission of quality, compassionate care. With over 750 individuals who served 76,395 hours in 2006, volunteers assisted patients, families and other hospital guests in many important ways.

No longer considered simply clerical helpers, volunteers assist with a variety of hands-on,

people-focused tasks, such as hospitality services in the main lobby and the Heart, Cancer and Surgery Centers; patient transport and room service; and staffing the Mercy Gift Shop and Boutique.

Other volunteer areas include the Mercy Service League, Pet Patrol and Mercy PALS. Mercy also offers a variety of career and workforce development programs for youth interested in healthcare careers.



A nonprofit corporation of

The Sisters of Charity of St. Augustine Health System and UniversityHospitals HealthSystem

COMPLIANCE HOTLINE
1-888-511-4103

A Message from the President and CEO



By
Thomas E. Cecconi
President & CEO

I would like to thank everyone who took the time to complete the recent online Employee Opinion Survey. Your comments are very important in providing our Administrative Team with the information we need to make Mercy the healthcare employer of choice for Stark and the surrounding counties.

In April, we celebrate our Volunteers for the many dedicated hours of service that they give to Mercy Medical Center. Mercy's volunteers play a key role in our mission to provide exceptional care to our patients and our community. Please take time to thank our volunteers for their exceptional service.

The Mercy Service League is a key volunteer fundraising group for Mercy. The Board of Directors recently recognized their efforts with a Board Resolution, which was presented to outgoing President, Linda Gill. Photos from the Service League's recent "Strike Up A Cure for Cancer" bowling event can be viewed in this issue of *PULSE*.

With the arrival of spring, we are all looking forward to the warmer weather and new growth this season brings. I thank you for your continued efforts in growing our business at Mercy Medical Center and hope that you and your families shared a blessed Easter holiday.

MIMO Carries Mercy Mission To Underserved Countries

Organization supported 20 mission trips in 2006



(Above) A young Honduran girl, born with webbed fingers, thanks Dr. Kirby Sweitzer with a hug during her post-operative check-up. Dr. Linda Camp performed skin grafts on the girl's hands. (Right) A 17-year-old girl (center) poses with Dr. Sweitzer and nurse Katie Simmons during her follow-up exam. Born with an auditory canal but not an ear, the girl underwent her third and final reconstructive surgery with Dr. Mohler, who began treating her when she was 14.



Inspiration can strike anywhere, even at 20,000 feet. Returning home on a plane following a mission trip to the Dominican Republic in Feb. 2001, Dr. David Gormsen, D.O., Mercy Vice President & Chief Medical Officer, began brainstorming with fellow "missionaries" about coordinating resources for Mercy physicians and associates – as well as local community members – involved in short-term medical missions. Just seven months later, the hospital founded Mercy International Mission Outreach (MIMO).

Coordinated by a seven-member committee chaired by Sr. Carolyn Capuano, HM, Vice President of Mission & Ministry Services, MIMO continues Christ's healing ministry by providing quality, compassionate care to underserved developing countries through education, service and medical resources. In 2006 MIMO provided supplies, equipment and support for 20 mission outreaches.

Fifteenth visit to Dominican Republic

From Jan. 31 to Feb. 10, the Midwest Medical Mission team returned to San Pedro, Dominican Republic. The 24-member group – including 17 Mercy physicians and staff members – set up a clinic for the underserved at Antonio Musa Hospital and examined over 500 patients. They also performed hysterectomies and deformity repairs, including cleft lip and palate closures and skin grafts. Mercy donated vital medical supplies and equipment for the work.

“This was our fifteenth year serving those in need in the Dominican Republic, and so

many people have contributed to the team’s success,” said Joan Buck, RN, Surgery and MIMO committee member. “We were so grateful for the support, generosity and prayers that provided God’s hand over the work. God really honored our efforts.”

Last September two anesthesiologists from Antonio Musa Hospital received training at Mercy. Hosted by Dr. David and Susan Gutlove and mentored by Dr. Russell Smith, the visiting physicians worked with Mercy’s anesthesiology and respiratory teams for two weeks.

Serving in Honduras

In cooperation with Central American Medical Outreach (CAMO), headquartered in Orrville, Ohio, MIMO helped send a team to Santa Rosa, De Copan, Honduras from Feb. 17 to Mar. 3. Mercy associates included Dr. Linda Camp, M.D., Dr. Les Mohler, M.D. (retired), Dr. Jorge Romero, M.D., Dr. Kirby Sweitzer, M.D., Jean Morgan, R.N., and Katie Simmons, R.N.

The group helped CAMO’s hospital develop emergency department (ED) trauma protocols, perform mock triage, and officially open its new ED. Plastic surgeons performed cleft lip and palate repairs, skin grafts and other reconstructive surgery. Dr. Romero worked with hospital urologists on bladder repairs and suspensions.

“I am so blessed to work in a profession I love, one that gives me the opportunity to share my skills,” said Katie. “The Honduran people, nurses and doctors were wonderful and appreciative. I felt like I received more than I gave.”

Supporting MIMO

Mercy associates can be part of MIMO’s efforts, even if going on a mission trip is not possible. The committee accepts donations of unused dressings, unopened toiletries and medical equipment of any kind. However, MIMO cannot take medications or IVs.

Associates can also assemble “Be Well” bags, which are plastic sandwich bags filled with unused toiletries and small toys. For more information about how you can help, contact MIMO at 330-458-4298.

 Denise Shafer, CSS Technician,
Central Sterile Processing



Dr. Bautista repairs a scar on the arm of a young girl from the Dominican Republic.

Carnation Sale Generates Over \$750 For Heart Walk

Mercy Heart Center associates sold about 1400 carnations during their recent benefit sale, collecting \$771.50 for this year’s Heart Walk. Allyson Kelly, RN, Administrative Director of Cardiovascular Services, and David Zeh, Clinical Manager – Non-Invasive Cardiac Diagnostics, spearheaded the endeavor.

“The project would not have been successful without all the associates that volunteered to sell, sort and distribute the flowers,” said David. “We also appreciated the North Canton Home Depot’s willingness to lend us several five-gallon buckets for carnation distribution. In looking forward to next year’s event, we are planning a few surprises.”

Senator Voinovich Holds Community Roundtable at Mercy

Panel Members Discuss the Critical Importance of Health Care Coverage



U.S. Senator George Voinovich held a community roundtable at Mercy Medical Center on March 12 to discuss the critical issue of improving health care coverage for uninsured and underinsured Americans.

The centerpiece of the discussion was the Senator's Health Partnership Act and the House of Representatives' Health Partnership through Creative Federalism Act. This groundbreaking legislation is aimed at extending health care to the more

than 45 million who lack coverage. To assist the growing number of states tackling the serious problem of uninsured Americans, a bipartisan group of senators and members of the House of Representatives have introduced the legislation. At least 1.3 million Ohioans are uninsured of which almost 40,000 reside in Stark County.

Mercy President & CEO

Thomas E. Cecconi opened the panel discussion stating "We are honored to host this important discussion about covering the uninsured – an issue that is having a profound impact on all of us as individuals, on hospitals, on all other health care providers, and certainly on community resources."

"Since our founding in downtown Canton in 1908 by the Sisters of Charity of Saint Augustine, Mercy has provided quality care to all, regardless of their ability to pay. We grow

increasingly concerned as we see the number of uninsured and underinsured residents in our region rise," Mr. Cecconi commented.

A panel of community leaders discussed the issues at the community roundtable at Mercy. Panel members, in addition to Mr. Cecconi, were:

Canton Mayor Janet Weir Creighton; Vicki Conley, Executive Director, Sisters of Charity Foundation of Canton; Sister Marian Durkin, CSA; Michael P. Gill, Chairman of the Board of Directors of Mercy Medical Center; David Gormsen, D.O., Chief Medical Officer, Mercy Medical Center; Cindy Lazor, Vice President, Stark Community Foundation; Michael Rieger, Vice President and Chief Financial Officer, Mercy Medical Center; Dennis Saunier, President & CEO, Canton Regional Chamber of Commerce; Ray Williams, President, U.S. Technology Corp.; and Tiffany Williams, Community Services of Stark County.

Great Expectations Baby Fair Slated For Apr. 28

great expectations

B A B Y F A I R

baby fair expo

ADMISSION IS FREE.

No reservations required.

9 a.m. - 1 p.m.

brunch buffet & fashion show

\$6 per person. Reservations required. Seating is limited.

Call 330-489-1333 or 1-800-223-8662.

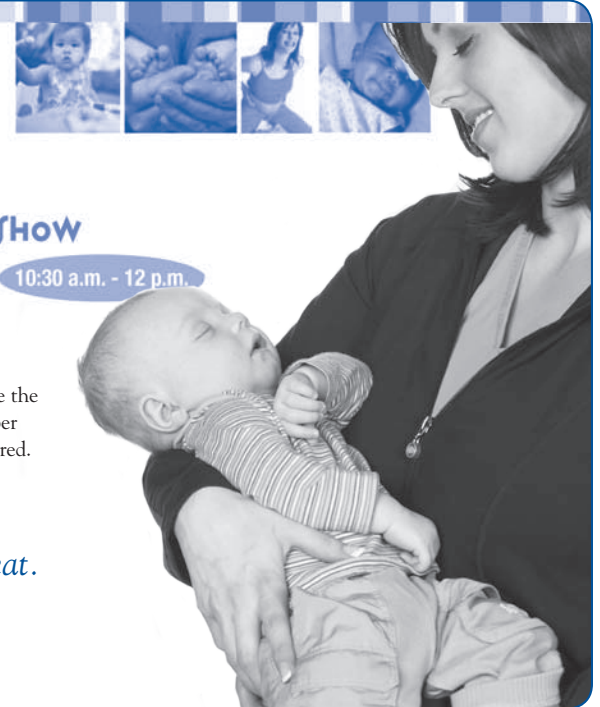
10:30 a.m. - 12 p.m.

Mercy's annual Great Expectations Baby Fair and Brunch Buffet & Fashion Show will be held Sat., Apr. 28, at the Kent State University Stark Professional & Education Center.

The free baby fair, which will run from 9 a.m. to 1 p.m., offers attendees the chance to speak with Mercy physicians, nurses, lactation specialists and other healthcare professionals about pregnancy, delivery and baby care. The event will also include many on-site exhibitors, free product samples, promotional items and door prizes.

Sharon Hargrove, mother of five and wife of former Cleveland Indians' manager, Mike Hargrove, will be the guest speaker at this year's brunch. Tickets cost \$6 per person. Seating is limited and reservations are required.

Call ext. 1333 to reserve your seat.



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.

Operator helps prevent suicide

Operator Carolyn Puckett may have thought the midnight shift on Sat., Feb. 24, would be a quiet work evening. Instead she received a call from a man who had overdosed on drugs and was nearly incoherent by the time he reached her.

Able to obtain the man’s name, number and address, Carolyn called a crisis center on another line. When the caller was no longer responsive, Carolyn contacted the police.

“The crisis center later called to tell Carolyn she had done a great job, and the police told her to give herself a ‘big pat on the back,’” said Woody Adamson, Director of Safety & Technology Management. “This was not the first attempted suicide we have helped stop, nor will it be the last. Carolyn’s work demonstrates that our operators really do go the distance.”

Associates arrange special transportation

Cardiac Rehabilitation associates Sandy Kidwell and Carolyn Gadow were recently working with a patient when EKG monitors began indicating problems. The patient’s cardiologist wanted to see her in his office, but she came to her rehab session via community van and had no other means of transportation.

“Sandy made numerous calls to area ride agencies without success,” said Eldon Jones, Director of Cardiac Rehabilitation. “Carolyn contacted her spouse, who came to the hospital and drove the patient to the doctor’s office, a pharmacy and then home. I consider their effort quite a testimony to living the Mercy mission.”

Mercy Sponsors Cover The Uninsured Health & Information Fair

In observance of “Cover the Uninsured Week” (Apr. 23 – 29), Mercy is sponsoring Cover the Uninsured Health & Information Fair on Sat., Apr. 28, from 10 a.m. to 2 p.m. in the Mercy Hall Auditorium. The event will feature insurance company representatives and local agencies that can help the uninsured and underinsured find the assistance they need. Blood pressure screens, giveaways and refreshments will be provided.



Minority Career Advising Day Set For April

Mercy will offer Spring Career Advising Day on Sat., Apr. 28, from 8 a.m. to noon at the Canton Negro Old Timer’s Activity Center in Canton. Attendees will have an opportunity to speak one-on-one with Mercy representatives about healthcare careers. Light refreshments will be served.



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.

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. You can also submit stories on Mercy’s website under Health Professionals.

Associate Matters

A monthly column focusing on important issues that concern our associates

Your FAQ's

By Lorraine Washington - Vice President, Human Resources



Over the next two months, I'd like to take time to answer the most frequently asked questions we get in human resources.

When can I change my benefits?

Most benefits (medical, dental, healthcare spending) can only be changed during open enrollment, which is usually held in October for the next year. As with most everything, there are exceptions to this rule. If you have what is defined as a "qualifying event," you can make changes in your medical coverage within 31 days of the qualifying event. Examples of a qualifying event are: marriage, divorce, birth of a child, adoption, or an employment status change that affects you or your spouse.

How do I make a change to my benefits?

If you're adding or deleting a spouse or dependent, bring the proper documentation (marriage certificate, divorce decree, loss of coverage certificate, birth certificate, court papers, college papers, etc.) to the benefits office and complete the benefits change form.

IMPORTANT REMINDER: Benefit changes must be made within 31 days of a qualifying event or no changes can be made.

What if I have not received my insurance card?

A file is sent to APEX twice a month containing all benefits changes. You should have your card within five to seven business days from your enrollment date, depending on when your information was received. If you need your cards before you receive them, contact the benefits office. We can issue a form letter that you can use until you get your benefits card.

What if I have a status change and need to enroll in benefits?

Once we receive the status change form (PAF) from your manager, you will receive notification that your benefit packet is available for pickup or the packet will be sent to your department.

I am a recent new hire and my PAL (personnel annual leave) hours are not showing on my paycheck. What should I do?

Don't worry, you are earning PAL from the start of your new job with Mercy. Since you are not eligible to use PAL until after you have been employed for 90 days, it will not show up on your check. You should see all of the PAL that you've earned on your first paycheck after you complete 90 days of employment.

Remember ... attitudes are contagious. Is yours worth catching?

Lorraine

Get Smoking Cessation Assistance

Classes, patches, web sites available for smokers who want to quit

As Mercy gears up to go smoke free on July 1, the hospital continues to offer a variety of programs to help associates quit smoking. In addition to monthly day and evening smoking cessation classes, Mercy is covering the cost of Nicoderm patches for those that call 1-800-QUIT-NOW and get enrolled in the free Quit Line program.

Mercy's tobacco addiction specialist, Julie Goodrick, also recommends two helpful web sites for smokers who want to quit:

Quitnet.com, a project of Boston University School of Public Health, provides resources, advice and, most importantly, a 60,000-member on-line support "community" made up of smokers and ex-smokers that are committed to helping each other quit for good.

The American Lung Association's web site, lungusa.org, offers a comprehensive overview of lung diseases, medical research and tobacco control, as well as information about how to quit smoking.

For more information about Mercy's smoking cessation programs, contact Julie at ext. 1270.

The Four D's

When you feel the urge to smoke, practice the four D's:

Deep breath

Drink water

Do something else

Delay the urge



April Health Observances

Month-long Observances

- Alcohol Awareness Month
- National Autism Awareness Month
- Cesarean Awareness Month
- National Child Abuse Prevention Month
- Counseling Awareness Month
- National Donate Life Month
- National Facial Protection Month
- Foot Health Awareness Month
- Irritable Bowel Syndrome Awareness Month
- Occupational Therapy Month
- Sports Eye Safety Month
- Women's Eye Health and Safety Month
- National Youth Sports Safety Month

Weekly Observances

- Root Canal Awareness Week (1 – 7)
- National Public Health Week (2 – 8)
- National Wound, Ostomy, and Continence Nurse Week (15 – 21)
- National Infant Immunization Week (21 – 28)
- National Medical Laboratory Professionals Week (22 – 28)
- Cover the Uninsured Week (23 – 29)
- National SAFE KIDS Week (28 – May 6)

Daily Observances

- A Day To End Sexual Violence (5)
- National Alcohol Screening Day (5)
- World Health Day (7)
- March of Dimes Walk America (28 – 29)
- World Tai Chi & Qigong Day (28)



Cancer Center Offers Free Prostate Screenings

Mercy will offer free prostate screenings on Tues., Apr. 17, from 6 p.m. to 8 p.m. in the Cancer Center. Dr. Steven Ochs will perform the exams. Appointments are open to men age 50 and older (age 45 and older for African-American men) who are not currently under the care of an urologist. To schedule an appointment, call ext. 1333.

Mercy Partners With Area Employer, Band To 'Rock Out Breast Cancer'

Mercy Breast Care Center, rock group Friq & Fraq and Hendrickson Trailer Suspension Systems are teaming up to "Rock Out Breast Cancer" through an awareness luncheon and raffle.

A panel of Breast Care Center physicians and healthcare specialists will present a breast cancer awareness program for Hendrickson employees during a catered luncheon on May 7.

Following the luncheon, Friq & Fraq will raffle one of the group's first guitars to help raise money for Mercy Breast Care Center's Benevolence Fund. Hendrickson employs band members Brett Kuhnash and Dennis Schweizer.

Raffle tickets may be purchased through May 6 at the Mercy Boutique, in conference room C on payday Fridays from 10:30 a.m. to 1:30 p.m., the Hendrickson facility at 2070 Industrial Place SE, or at a Friq & Fraq concert. For a list of the group's upcoming performances, visit their Web site at www.friqandfraq.com. The raffle winner does not need to be present to win.



Diabetes Support Groups To Discuss Needle Phobia

Mercy's adult and child-centered diabetes support groups will meet for a combined session on needle phobia on Wed., Apr. 18, from 6 p.m. to 7:30 p.m. in the Medical Office Building Auditorium. The guest speaker will be D. Keith Lamb, WFR, EMT. Sponsored by Mercy and Roche Diagnostics, this free event will include magical entertainment for children of all ages. Reservations are required and can be made by calling ext. 1333.

Welcome New Associates

Jane Bennett Homecare
 Matthew Carr..... CVSICU
 Joyce Cozby..... Immigrant/Outreach
 Angela Femia Volunteer Services
 Ryan Grazulis Plant & Engineering
 Joseph Harris..... Special Care Unit
 Susan Langenek Occupational Therapy
 Abby Milano..... Speech Therapy
 Karen Moore Medical Records
 Mark Neale Plant & Engineering
 Kathleen Patterson Surgery (OR)
 Nicholas Rock..... Central Transport
 Linda Sasavicz..... Hematology Lab
 Donald Watson..... Security

'Trauma To Triumph'

'63 Miss America, stroke victim at 28, shares inspiring recovery story



Mercy and the College Club of Canton will sponsor speaker Jacquelyn Mayer Townsend's program, "Trauma to Triumph," on Sat., Apr. 21, at 10:30 a.m. at the Walsh University

Barrette Business and Community Center in North Canton. Free and open to the public, this event will feature Jacquelyn, a stroke survivor, and her inspiring message of hope and rehabilitation.

Born in Sandusky, Ohio, Jacquelyn was named Miss America in 1963. Seven years later, at the age of 28, she suffered a near-fatal stroke. For the last 27 years, she has dedicated her life to assisting stroke survivors and their families. For more information or to make a reservation, please call Mercy's Healthcare Connection at ext. 1333.

Thank You, Mercy Service League



Mercy associates and their spouses support the Mercy Service League's bowling fundraiser, "Strike Up a Cure for Cancer."



Michael Gill, Chairman, Mercy Board of Directors, presents Linda Gill, outgoing Service League President, with a board resolution that recognizes the importance of Service League efforts.



Members of the Service League Planning Committee display their bowling attire during the "Strike Up a Cure" fundraiser.

Caritas Nursing Scholarship Application Due Apr. 30

Applications for the Caritas Nursing Scholarship, sponsored by the Sisters of Charity of St. Augustine Health System (CSAHS), are available in Human Resources for any associate – or child of an associate – who is a nursing student at an accredited college or university. Intended to help associates and family members of CSAHS-sponsored entities become licensed nurses, the \$2,500 scholarship must be used for tuition only.

Completed applications must be returned to Human Resources no later than Mon., Apr. 30. Incomplete applications will not be accepted. Scholarship selections will be made by June 30.