

■ MAY
 ■ JUNE
 ■ 2009

Volunteer VOICE

A Publication for the Volunteers of Mercy Medical Center



FOUR VOLUNTEERS RECEIVE PRESIDENT'S AWARD

Mercy recently awarded four volunteers the President's Volunteer Service Award, a national honor offered in recognition of volunteer service. Adult volunteers Mary Hatchett and Loel Stein, together with teen volunteers Raquel Fete and Olivia Smith, were recognized for their outstanding service accomplishments.

Stein, a Eucharistic Minister and cancer center information desk volunteer, is a leader who has recommended service improvement strategies and trained new volunteers. Hatchett, who serves at the main lobby information desk and in pastoral care, has suggested new ideas that have benefited Mercy patients and families.

Smith has helped train many of Mercy's new teen volunteers, and Fete demonstrated leadership skills as one of the first teen volunteers with Mercy Maternity Services. Both teens began serving at age 15.

Angela Hayes, manager of Mercy Volunteer Services, believes the award recipients are role models. She says, "Each volunteer hour contributed makes a difference in improving the quality of life for others."

Presidential Service Awards, established in 2003, are available on an annual basis to individuals, groups and families who have met or exceeded requirements for volunteer service and have demonstrated exemplary citizenship through volunteering. Mercy is one of thousands of certifying organizations that participate in the program.



Tom Cecconi (center), president and CEO of Mercy, was on hand to congratulate Mercy volunteers (from left to right) Rachel Fete, Loel Stein, Mary Hatchett and Olivia Smith on their recent awards.

VOLUNTEER APPLICATION NOW AVAILABLE ONLINE

Mercy's volunteer application is now available any time at CantonMercy.com. Applications completed online are sent directly to Mercy Volunteer Services.

Help us spread the word! If you know someone who would like to serve, encourage them to check out our volunteer page and complete an online application today.

VOLUNTEERS ACHIEVE SERVICE MILESTONES

Congratulations to Mercy's volunteer hour award recipients who reached service milestones in the first quarter of 2009.

Tim Jacoby	27,000 hours
Howard Bower	20,500 hours
Barbara Culp	13,000 hours
Dottie Phillips	9,500 hours
Shirley Kramer	7,000 hours
Fay Strong	
Doris Kakos	3,500 hours
Ralph Porcelli	
Barbara Murphy	3,000 hours
Mary Ebner	2,000 hours
Donna Price	1,500 hours
Mary Reid	
Clare Evans	1,000 hours
Barbara Healy	
Chris Brady	500 hours
Doreena Cindea	
Pat Dragomire	
Patricia Quinn	
Larry J. Shafer	
Paula Vestfals	
Marina Carnes	100 hours
Thomas Darr	
Dina Farah	
Charles Gulling	
Kendra Hanket	
Brenda Houseknecht	
Marie Kreidler	
Catherine Laier	
Joseph Laubacher	
Phyllis McNeil	
Leanne Recchio	
John Rice	
Anita Rotunno	
Becca Van Oss	
Shawna Welch	
Blaine Werstler	

Mercy Ambassador Award Recipients

Kendra Hanket
 Kimberly Knisley
 Becca Van Oss

CONTACT US:

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Mercyvolunteer@csauh.com • Access the Mercy Volunteer Information Center by visiting CantonMercy.com. Click on "Become a Volunteer" and then select "Hospital Volunteer."



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 The Sisters of Charity
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'CRUISE' CELEBRATED VOLUNTEER CONTRIBUTIONS

During National Volunteer Appreciation Week in April, Mercy honored and thanked its volunteers for their service to patients, families and visitors with "Cruise to the Islands" events. Tropical décor complemented an appetizing menu that included mahi-mahi, banana mousse with mixed tropical fruit, fresh crepes with fruit and berries, lobster salad, baked chicken with mango salsa and chocolate lava cake.



Left to right:
Marty Howard,
Vickie Bower,
Joan Pahlau
(kneeling)

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BENEFITS:

MERCY OFFERS NEW MEAL BENEFIT TO OFF-SITE VOLUNTEERS

Volunteers who serve at off-site locations – such as Mercy Health Centers of Carroll County, Jackson/Massillon, Lake and North Canton – are now eligible for a new meal benefit through Tri-County Restaurant Association.

Mercy will issue Tri-County Restaurant "dollars" to volunteers on a quarterly basis, based on hours of service. For every four hours or more served per day, volunteers will receive \$5 in Tri-County Restaurant dollars. For any service of less than 4 hours per day, volunteers will receive \$2.50 in Tri-County Restaurant dollars.

Total hours for the quarter may be slightly above or below expectations due to necessary rounding, as Tri-County checks only come in certain denominations. Checks will be mailed to off-site volunteers at the end of each quarter.

The following exclusions apply:

- North Canton health center volunteers must choose between using their meal benefit at the medical center or through Tri-County. Volunteers cannot use both.
- The off-site meal benefit does not apply to intern volunteers who are serving to meet educational requirements.

LOW-COST HEALTH SCREENINGS OFFERED AT OFF-SITE HEALTH CENTERS

Volunteers can have their blood pressure checked for free at Mercy Health Centers of Carroll County, Jackson/Massillon, Lake, North Canton and Tuscarawas County. No appointment is necessary.

In addition, get low-cost glucose, cholesterol and lipid panel screenings at the following times and locations:

Mercy Health Center of Carroll County
Fourth Friday of the month, 7 – 11 a.m.

Mercy Health Center of Jackson/Massillon
Third Friday of the month, 9 – 11 a.m.

Mercy Health Center of Lake
Fourth Friday of the month, 9 – 11 a.m.

Mercy Health Center of North Canton
First Friday of the month, 9 – 11 a.m.

Mercy Health Center of Tuscarawas County
Second Friday of the month, 7 – 11 a.m.

TRAINING CORNER:

COMMON CUSTOMER SERVICE MISTAKES

Part one of a three-part series

Because improving customer service is an ongoing medical center initiative, Volunteer Voice will feature a series on common customer service mistakes.

The following information is taken from "The Top Ten Customer Service Mistakes (from the Customer's Perspective)," an article by Anita Woodward, president of A. Woodward & Associates, a health care consulting service. To learn more, visit AnitaWoodward.com.

Mistake #1: Lack of Information - While we do not want to overwhelm our patients and visitors, we can do our best to give them the information they need. When entering patient rooms, always knock first, and then introduce yourself and what your role is in the room. For example, if you are delivering mail, you might say something like, "Good morning! My name is Susan and I am delivering patient mail on your floor this morning. I have a card for Jane Doe. Are you Jane?"

If you are transporting a patient from the concourse to a service area, you might say something like, "Good afternoon! My name is Sam, and I'll be happy to transport you to radiology today."

Patients not familiar with Mercy are often intimidated and afraid of getting lost. To assist visitors, offer them direction sheets that are available at certain lobby desks. And, take time to verbally explain the directions. You might say, "Our ICU is located on this floor. Here is a direction sheet to assist you. As you can see, you will be walking past our gift shop and visitor A elevators. At the next main hallway intersection, turn left."

Mistake #2: Waits and Delays - Woodward writes, "When providing time frames, it is always better to under-promise and over-deliver."

Sometimes you are the one dealing with a family member who's been waiting on a one-hour procedure for two hours. This often causes anxiety, as the person may assume something negative has happened. Be reassuring and use this as an opportunity to "talk up" the organization. For example, you might say, "I apologize for the delay. Your loved one is in very capable hands with a highly trained staff. Let me call the service area and see if they can provide you with an updated time frame."

Mistake #3: Impersonal Service or Rudeness - One of the best ways to foster rapport with patients or visitors is to make eye contact and smile. It also helps to talk to the patient while you are performing a task (i.e., wheelchair transporting).

It's okay to make pleasant small talk on general subjects, but avoid more controversial subjects. In all conversations, abide by confidentiality standards. Do not solicit personal information from patients; however, you can be an empathetic listener. Woodward cautions you to be aware of nonverbal responses from patients/visitors that indicate they are not responding well to what you are saying or doing.

At times you may not be able to give the patient the service they want. Try to offer alternatives. For example, if a patient asks for assistance back into bed or to the bathroom, politely inform them you are a volunteer and not trained for that procedure. However, you can ask if they want their call light, or if you can stop by the nurse's station to let staff know of their request.

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McILLVAIN RECOGNIZED FOR SERVICE EXCELLENCE

Congratulations to Mercy Ambassador Michelle McIlvain, who was recently recognized by 2M staff members for outstanding volunteer service. They wrote, "Michelle is an excellent volunteer. She is always willing to do whatever is needed of her and goes out of her way to do things."

MERCY NEWS:

CANCER CENTER RECEIVES CoC OUTSTANDING ACHIEVEMENT AWARD

The American College of Surgeons' Commission on Cancer (CoC) recently awarded Mercy Cancer Center a 2008 Outstanding Achievement Award for excellence in cancer care. Mercy is the only area hospital – and one of just 95 facilities nationwide – to earn the award, along with the CoC's three-year re-accreditation with commendation. Fewer than 20 percent of cancer programs in the United States attain this superior recognition.

Edward J. Walsh, M.D., medical director of cancer services, says, "Receiving care at a CoC-approved cancer program ensures that a patient will have access to the full spectrum of quality, comprehensive cancer care close to home."

MERCY LUNG PROGRAM ADVANCES CANCER CARE

To expedite care for those with identified lung cancer, as well as those undergoing diagnostic testing, Mercy Cancer Center offers Mercy Lung Program, the first comprehensive program for lung patients in Stark and nearby counties.

Bobbi Freeman, R.N., lung program nurse navigator, helps lung patients organize and manage their total care, from schedules and testing to surgery and treatment. And, the lung program's multi-disciplinary approach combines the expertise of pulmonologists, medical and radiation oncologists, pathologists and surgeons who convene regularly to review lung cases. For more information, contact Freeman at 330-458-4214.

MERCY UNVEILS LATEST IN PANCREAS, BILE DUCT STONE TREATMENT AND BIOPSIES

Mercy recently unveiled state-of-the-art, minimally invasive technology that helps physicians more accurately diagnose and treat gallstones and other obstructions – as well as obtain conclusive biopsies – in bile and pancreatic ducts without surgery. Called SpyGlass® Direct Visualization, this system is the first of its kind in Stark and Summit Counties.

Conventional ERCPs capture only two-dimensional, black and white x-rays and take biopsies that are inconclusive up to 40 percent of the time, resulting in additional testing and even surgery. With SpyGlass, a physician operates a 6,000-pixel, fiber-optic probe and miniature accessories that can be steered in four directions to directly view bile ducts, administer stone therapy, remove polyps and acquire biopsies.

GREEN TEAM GEARS UP FOR EXPANDED RECYCLING

Mercy's "Green Team" is taking its first steps toward what will eventually be a robust, hospital-wide recycling program. Other green initiatives will include energy conservation, buying green and building green.

Currently Mercy recycles cardboard, fluorescent bulbs and laboratory chemicals. In collaboration with Mercy's waste collector, Republic Services Inc., the team plans to add white copy paper recycling this summer. The hospital uses 142 tons of copy paper each year.

TUSC HEALTH CENTER ADDS PT, CARDIAC DIAGNOSTICS

Mercy Health Center of Tuscarawas County has now expanded its services to include physical therapy (PT) and cardiac diagnostics, including electrocardiograms (EKG), echocardiograms, cardiac stress testing, holter monitors and event monitors. For more information about testing, call 330-365-5102.

PT is available for individuals suffering from orthopaedic, sport or work-related injuries; post-surgical rehabilitation; or chronic neck and back pain. Experienced physical therapists will offer aquatic therapy, lymphedema management, low back and neck pain therapy, myofascial release, fitness programs and massage therapy. For more information about PT, call 330-365-5101.

HOSPITAL IMPLEMENTS EMAR, BAR CODING, SMART PUMPS

Mercy recently began rolling out an electronic medication administration record (EMAR) and the area's first wireless patient and medication bar-coding system. Together with Mercy's now exclusive use of intravenous (IV) infusion "smart pumps," these technologies work in tandem to take patient safety and bedside medication verification to an even higher level.

The recent roll-out is the culmination of nearly three years of intense collaboration between pharmacy, nursing, respiratory therapy (RT) and information technology. Mercy anticipates all units will be on board with EMAR and bar coding by the end of 2009.



FLORAL VOLUNTEERS RECEIVE IN-SERVICE TRAINING

Twelve Mercy Gift Shop volunteers who care for flowers and plants attended a workshop presented by volunteer floral trainer Beth Zbasnik earlier this year. Zbasnik is a graduate of Cleveland's Hickson School of Floral Design and previously owned and managed a floral shop.

Each floral arrangement sold at the gift shop is designed and created by volunteers. Sale proceeds benefit patient charities through CSA Mercy Ministries.



NOTES: UPCOMING HOSPITAL EVENTS

I.C.U. Dedication Ceremony and Open House

Fri., June 12, 2 p.m. - 5:30 p.m.

New I.C.U., behind Mercy Surgery Center

Volunteers are cordially invited to Mercy's I.C.U. blessing and dedication ceremony at 2 p.m. An open house will be held after the ceremony. Park in Mercy Surgery Center/Cancer Center parking garage, located on 13th Street.

Robotic Surgery Education Event

Mon., June 15, at 6:30 p.m.

Mercy Medical Office Building Auditorium

Get back to living sooner with a robotic prostatectomy. Learn how by attending this community education presentation by Steven E. Ochs, M.D., Mercy urologist. For reservations or more information call 330-489-1333.

ANNUAL TB TESTING TIMES SET

Patient-contact volunteers who have not had a tuberculin (TB) skin test in the past 12 months need to obtain one during the following times:

- Sat., May 30, Conf. Rm. E, 6:30 a.m. – 12:30 p.m.
- Mon., June 8, Conf. Rm. C, 6:30 a.m. – 4 p.m.
- Tues., June 9, Conf. Rm. C, 6:30 a.m. – 4 p.m.
- Tues., June 16, Conf. Rm. C, 6:30 a.m. – 4 p.m.
- Wed., June 17, Conf. Rm. C, 6:30 a.m. – 4 p.m.

No appointments are necessary. All conference rooms are across from the cafeteria on the basement level of the medical center.

Yellow TB records will be available in the testing room. Positive TB reactors will be asked to complete a questionnaire via mail. For more information, call Mercy Volunteer Services at 330-489-1106.

EUCCHARISTIC MINISTERS NEEDED

Mercy Pastoral Care is looking for Eucharistic Ministers, which are volunteers who offer Communion to Catholic patients. Volunteers must be Catholic and preferably already trained by their parish and commissioned by the Diocese.

To learn more, contact Judy Esway, manager of Pastoral Care, at 330-489-1143.



RECYCLE YOUR MAGAZINES: DONATE THEM TO MERCY

Donating your current, gently used magazines to Mercy is a great way to recycle them. Drop them off in the mail-room drop box just outside the mail room or at the main lobby information desk.

Magazines must not be more than three months old or look tattered. Mailing address labels will be covered with a Mercy sticker prior to distribution.

JOIN THE VOLUNTEER RECRUITMENT COMMITTEE

Mercy Volunteer Services is looking for volunteers who would like to serve on the hospital's volunteer recruitment committee. Volunteers attend community events and fairs, distribute promotional flyers and help with networking opportunities throughout the community at large.

For more information, contact Beth Ransom at 330-489-1182 or at elizabeth.ransom@csauh.com.

JOIN US: CURRENT SERVICE AREA OPENINGS

PLEASE STOP BY VOLUNTEER SERVICES FOR A COMPLETE LISTING

Main Lobby Information Desk

Sun., 8 a.m. – noon; noon – 4 p.m.;
4 p.m. – 7 p.m.

*Tues., 6:30 a.m. – 8 a.m.; 8 a.m. – noon

*Thurs., 6:30 a.m. – 8 a.m.

Fri., 5 p.m. – 8 p.m.

Sat., 8 a.m. – noon

Mercy Gift Shop

**Wed., 9 a.m. – 1 p.m.

**Wed., 1:00 p.m. – 4:00 p.m.

**Fri., 4 – 8 p.m.

**Sat., 9 a.m. – noon

Lab Histology, Clerical

Tues., Wed. and/or Fri. – flexible hours

Pain Management, Clerical

Mon., 9 a.m. – 1 p.m.

Fri., 9 a.m. – 1 p.m.

North Canton STATCARE Information Desk

First, third and fourth Thursday of each month, 9 a.m. – 1 p.m.

* Main lobby information desk volunteers who cover the early morning shift are considered "Breakfast Club" volunteers. Volunteers may redeem up to \$5 of the meal benefit.

**Individuals who volunteer in the Gift Shop are entitled to an additional discount off of merchandise.



If interested, please contact Beth Ransom at (330) 489-1182 for more information.