## Hallmark Health

## **Team Medford Helps Medford High Students In Prom Dress Drive**



Sam Tarabelsi, chair of Team Medford, (I.), with Ann Reppucci, President of the Medford High School PTO and Diane Trask also of Team Medford.

Team Medford recently donated more than 20 gently worn dresses to the Sweet Seconds Prom Dress Swap, a first-time event organized by the Medford High Parent Teachers Organization (PTO).

Employees throughout Hallmark Health donated prom dresses from their own closets and those of their children, friends and other family members to help students who otherwise may not have been able to afford a new prom dress. The dresses were collected throughout the month of February and picked up by the PTO on Feb. 25.

#### **Upcoming Events**

March Your Way to Better Colon Health Thursday, March, 25, 7 - 9 p.m. Melrose-Wakefield Hospital Boardroom

Peripheral Vascular Disease Screening Thursday, April 1, 4 - 7 p.m. Melrose-Wakefield Hospital Cardiac & Endovascular Center

Christine Cameron Symposium "From Good Care to Great Care: Nurses on the Line"

Friday, April 16, 8:15 am - 4:15 pm Hilton Boston/Woburn Hotel 2 Forbes Road Woburn, MA

Hallmark Health Stride for Health Sunday, June 5, 5 - 7 p.m. Lake Quannapowitt Wakefield, MA

To learn more, visit www.hallmarkhealth and select "Events Calendar."

# The Pulse

A newsietter for Hallmark Health employees and volunteers

## Melrose Health Department Commends Hallmark Health Nurses

The Health Department of the City of Melrose sent a letter to Hallmark Health administration in "gratitude to the impressive Hallmark Health nurses who so generously gave their time and talent" during the influenza vaccination season. The letter stated that "thanks to their efforts" more than 7,000 H1N1 and seasonal flu vaccines were distributed in Melrose and Wakefield.

The letter from **Ellen Cobau**, RN, public health nurse for these communities, thanked the nurses who "rose to the occasion to protect the community from these circulating viruses." In her letter, Cobau thanked the nurses for working at multiple clinics after working their normal shifts and on weekends to ensure local citizens were protected.

Nurses who participated in the clinics were: Sue Bradford, Kathy Faye, Maurine Garipay, Kerry Marchese, Martha Quigley, Deborah Cronin-Waelde, Maureen Keegan, Mary Pomereau, Jane White, Carmen Freda, Jeanne Guarino, Bobbi Zinck, Sheila Ciampa, Kathy Mahoney, Ellen Meuse, Carol Moran and Canan Avunduk, MD.

## Hallmark Health Launches Comprehensive Advertising Campaign

Hallmark Health has launched an exciting and creative integrated advertising and marketing campaign that is designed to break away from the pack of healthcare advertising and create a distinctive and important brand of clinical excellence that differentiates us from the competition and drives volume and growth to our hospitals and service lines.

The campaign emphasizes the advanced programs and services we offer in our region compared to other hospitals and is centered around large print ads that will be appearing in community newspapers in our primary and secondary markets along with the *Boston Globe* North of Boston edition. The ads feature Lawrence Memorial Hospital of Medford, Melrose-Wakefield Hospital, Hallmark Health Cancer Center, Hallmark Health Medical Center, Imaging Services, Vascular Services and our Bone and Joint Program. The newspaper ads are integrated with online ads on **Comcast.net** and the websites of local newspapers.

TV spots are also being created on the Bone & Joint Program and Vascular Services. The TV ads will appear in early April on popular television shows broadcast on Comcast. The year-long campaign will be fully integrated by public/media relations and direct mail initiatives and through social media including *YouTube*, *Facebook*, *Twitter*, the *Hallmark Health eNewsletter* and the website **www.hallmarkhealth.org**. Examples of the print ads are attached to this issue.

For further information on the campaign, please call **Rick Pozniak**, System Director of Marketing and Communications at (781) 979-3247.

## **Compassionate Caregiver Award Nominations Due Next Month**

Nominations are open for the 12th Annual Schwartz Center Compassionate Caregiver Award, an award that honors Massachusetts caregivers who display extraordinary compassion in caring for patients. Any paid, employed caregiver or team of caregivers with direct patient contact in a Massachusetts health care setting can receive this honor. Based in Boston, The Kenneth B. Schwartz Center is a nonprofit organization dedicated to strengthening the relationship between patients and caregivers.

Nominations forms are available at **www.theschwartzcenter.org**. Nomination forms should be submitted to **Carol Plotkin**, LICSW, System Director for Behavioral Health, by Thursday, April 1. For more information, please contact her at (781) 306-6247 or by e-mail at **cplotkin@hallmarkhealth.org**.

www.hallmarkhealth.org March, 2010

## **Employee of the Month - March James Arnold, HVAC Mechanic**

James has been an employee in the Maintenance Department at LMH since June, 2009. He is very knowledgeable in his work. He came into this position and picked up many pieces of the Heating, Ventilating and Air Conditioning (HVAC) program that had been idle for 18 months.

Several co-workers have recognized James for his efficient and fast working ways. He will listen to any problems and then do his best to get the job done to ensure that the problem was taken care of. He goes the extra mile to get the job done in one day and follows up with calls and visits to be sure the problem was fixed.

James has saved countless service calls to HVAC contractors. He has learned the internal building maintenance program and troubleshoots the system himself. With these skills, he handles problems over the phone without incurring additional costs.

## Team of the Month - March Inpatient Rehabilitation Services

The staff of Inpatient Rehabilitation Services at both LMH and MWH are extremely dedicated and focused on patient care.

Stephanie Overholt, MSPT, Manager of Inpatient Rehabilitation points out that these departments had 100% compliance in areas of hand washing, pain assessment and fall precautions. This department works efficiently with nursing and case management to assist in the discharge planning process. Inpatient Rehabilitation has a strong sense of teamwork and works hard to treat a large number of patients every day. They are also an integral part of the Bone & Joint Program working closely with orthopedic patients twice a day and on weekends.

#### **Editorial Staff**

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## **Hand Hygiene Guidelines And Reminders**

Improved adherence to hand hygiene has been shown to terminate outbreaks in health care facilities, reduce the spread of antimicrobial organisms and greatly reduce overall infection rates. Staff in direct patient care must remember:

- When hands are visibly soiled or treating a patient with clostridium difficile, wash with soap and water.
- The use of gloves does not eliminate the need for hand hygiene.
  Likewise, the use of hand hygiene does not eliminate the need for gloves.
- Gloves reduce hand contamination by 70 to 80%, prevent cross-contamination and protect patients and health care personnel from infection.



- Handrubs should be used before and after each patient just as gloves should be changed before and after each patient.
- Alcohol-based handrubs significantly reduce the number of microorganisms on the skin, are fast acting and cause less skin irritation.
- Health care personnel should avoid wearing artificial nails and keep natural nails less than one quarter of an inch long if they care for patients at high risk of acquiring infections.
- Alcohol-based hand rubs take less time to use than traditional hand washing

For more information on hand hygiene, please contact **Sue Rowland**, RN, COHN, CIC Director, Infection Control at (781) 979-6799.

# Press Ganey Employee Satisfaction Survey Shows Improvements Over Previous Year

Last November, Hallmark Health conducted its third annual Press Ganey employee survey. Seventy percent of employees participated, an impressive figure that is well above the national average. This year's survey was shorter and centered on staff satisfaction and engagement of the work force. In general, Hallmark Health saw several encouraging improvements over the previous year.

As a system, Hallmark Health improved our overall mean score from a 69.9 to a 72.3. Press Ganey recognizes this score as a significant increase. The largest increase was in overall engagement of staff rising from 73.5 to a 77.1. This increase reflects that the staff are very dedicated to their jobs, to their coworkers and to healthcare in general. Overall staff satisfaction rose slightly from 68.2 to 68.8.

Over recent weeks managers have been discussing their results with staff members and identifying improvement opportunities and suggestions through brainstorming sessions. The end result will be for departments to continuously improve in order to make Hallmark Health an even better place to work.

#### **Nutrition Department Looking For Healthy Recipes**

To celebrate National Nutrition Month, the Food & Nutrition Department is looking for healthy and wholesome, personal recipes from employees. Specifically, the department is looking for nutritious meals that use fruits or vegetables.

The most creative and the best tasting will be prepared by food and nutrition staff as a cafeteria entrée during the last week of March.

Staff should email or interoffice mail their recipes to Kim Talbot, RD, LDN, Clinical Nutrition Manager, MWH, at <a href="mailto:ktalbot@hallmarkhealth.org">ktalbot@hallmarkhealth.org</a>.

