

## 2012 Resolution and Wishes

Thanks to all the brave souls who voiced their quotable and unquotable New Years resolutions. They are all great! Below is a prayer that was sent to me by an old friend. I enjoyed reading it and I hope you will to. The author is unknown.

*May God make your year a happy one!*

*Not by shielding you from all sorrows and pain,*

*But by strengthening you to bear it, as it comes;*

*Not by making your path easy,*

*But by making you sturdy to travel any path;*

*Not by taking hardships from you,*

*But by taking fear from your heart;*

*Not by granting you unbroken sunshine,*

*But by keeping your face bright, even in the shadows;*

*Not by making your life always pleasant,*

*But by showing you when people and their causes need you most,*  
*and by making you anxious to be there to help.*

*God's love, peace, hope and joy to you for the year ahead.*

*May 2012 bring each one of you blessing upon blessing!*

*Happy New Year!*

**Brenda Jackson, Tumor Registrar** – Quality. We (WGH) are blessed to be properous in this time when other hospitals are struggling.

**Kevin Johnson, Security** – To get my Ph.D.

**Tanya Duren, Insurance** – to give my kids everything they want.

**Angela Allen, West Georgia Surgery** – That our practice keeps growing.

**Santa** – Peace on Earth. All war to cease and all mankind to love one another.

**Cynthia Bryant, Tumor Registrar** – For my family to remain healthy.

**Gloria Mitchell, Womens Health Center** – For good health.

**Rita Ross, Laundry** – Wish every man, woman, girl and boy, will have the love of Jesus Christ in their heart.

**Mindy Frieson, Laboratory** – That everybody is happy. No conflicts.

**Marilyn Jones, Compliance** – To accomplish higher goals from previous years.

**Robbie Boddie, Environmental Services** – Thank God I'm alive to see another year.

**Stephanie Green, Pharmacy** – For 2012 to be filled with peace, spiritual prosperity and optimum health.

**Nancy Roberts, Pharmacy** – All patients make a complete recovery and receive good care. Eliminate the drug shortage.

**DeNeese Blanton, West Georgia Surgery** – COE or bust!

**Les Handlin, Radiology** – Keep on keeping on!

**Joe Calhoun, Heart Clinic** – Prosperity and Health for the New Year.

**Gerry Beaulieu, House Supervisor** – God grant us good health. We should be albe to handle the rest.

**Pat McArdle, FHH Long Term Care** – A happy and healthy New Year for family and West Georgia Health.

**John Evans, West Georgia Hospice** – Hoping to get a daughter-in-law! :) Note: His wish has come true!



## From the CEO ...

The holidays are quickly becoming yesterday's memories and we look to the future with great hope and anticipation. In particular, many of us hope that the recession we've endured for the past three years will begin to ease. As I've said in the past, West Georgia Health employees are fortunate that our jobs continue pretty much uninterrupted as the need for health care services remained throughout the ordeal. Still, we all probably know of families, relatives or friends, who suffered financial shortfalls as a result of being out of work or sick and unable to work.

On a positive note, we have made great strides in providing care that delights our patients and their families. Focusing on improving patient satisfaction scores and clinical excellence are proving to be the best strategies we could have adopted five or six years ago. Of course, we didn't initiate our strategies in anticipation of health care reform. We chose that approach because it's the right thing to do for our patients!

"Value-Based Care" is the name we've given to some of health care reform, differentiating it from our current "Volume-Based Care," which pays us for doing more hospital admissions, more tests, more surgeries, etc. With Value-Based Care, the payments to hospitals and doctors will be conditioned by the provision of clinically proven best practices in an atmosphere that centers on the patient and their needs. I think of it in terms of any hospitality service you or I might select. In a restaurant or hotel, you are the judge of how you were treated and what you experienced while being a guest. Was your room clean? Was the place quiet so you could get some rest? Did the food taste good and offer you reasonable choices?

That same measure of our performance is here in health care now! If we fail to satisfy our health care "customers," we will be paid less than those hospitals and physicians who do satisfy the customers. With less income, hospitals will be restricted to doing less, whether it affects their pay scales or their ability to offer new services needed by their population. Conversely, succeeding in the Value-Based Care arena can afford us the resources we need to move our community forward and to create new services and their related jobs.

We will succeed in this reformed environment. It's clear to me that we all share a commitment to excellence in patient care that will manifest itself in the experiences of our patients. I hope that after you give some thought to this challenge you will realize that you love your job, you love our mission of care, and you love your part of this fine community in which we live. With this underpinning of our philosophy, mission and values, we will succeed.

Happy New Year!



The Intercom Newsletter is published monthly for people like:



Earl (Engineering) and Christy (Revenue Management) Cox

### Our Marketing and Community Relations Staff

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## Winners of the T.E.A.M Christmas Raffle



Thank you to all of the members who participated in the 2011 T.E.A.M. Christmas Raffle, which was a thank you to all of our donors. It was lots of fun and we sold 562 tickets, raising more than \$400 for the Comprehensive Cancer Center project.

*Winners of the raffle from left, Leigh Webb, Social Services (4th Prize - Heat reactive Cancer Center tumbler); Jocelyn Griffin, IT (3rd Prize - Heat reactive Cancer Center tumbler); Hazel Cooper, FHH Activities (1st Prize - Additional day of ETO); Kay Wood, Heart Clinic Cath Lab Recovery (5th Prize - Heat reactive Cancer Center tumbler); and Mistee Streat, IP Charge Auditor (2nd Prize - \$50 Walmart gift card).*

## Martin named West Georgia Health Physician of the Year



*Dr. David Martin, medical director for the West Georgia Health Laboratory (center), accepts his award as Physician of the Year from Speer Burdette, chairman of the West Georgia Medical Center, Inc. Board of Trustees (left) and Jerry Fulks, WGH President/CEO.*

involve physicians and clinicians representing a variety of medical specialties who come together to learn about each newly diagnosed patient, offer opinions and determine the most effective treatment options to recommend. He also played an instrumental role in the overall success in the accreditation survey conducted earlier this year by the American College of Surgeons Commission on Cancer. The WGH oncology program achieved a three-year accreditation with six commendations.

An active member of the community, Dr. Martin has served as a member of the West Georgia Health Foundation Founders Society since 2005 and a member of the West Georgia Health Foundation's Board of Directors since 2009.

Surprised by hearing his name announced as the 2011 WGH Physician of the Year, Dr. Martin was humbled by the honor.

"Being a provider of ancillary services and not often seen on the front line of patient care, I am honored to have been recognized and chosen for this award," Dr. Martin said. "West Georgia physicians and staff rival those at the top U.S. hospitals. It begins with a team effort in providing high quality care, and I am proud to be a member of this team."

Dr. David Martin, medical director for West Georgia Health's laboratory, has been named West Georgia Health's 2011 Physician of the Year. The award honors one outstanding physician whose contributions have made a significant impact on patient care, the medical staff and West Georgia Health.

"Dr. Martin is a consummate professional, compassionate practitioner and an exceptional person," said President/CEO Jerry Fulks. "He continuously gives of himself not only to his patients but to the physician staff and other professionals at the hospital who see him as a mentor, role model and resource. We are proud to have him as part of the medical staff and are truly grateful for his

leadership, support and the many lives he touches every day."

Dr. Martin, who joined the WGH Medical Staff in 1996, extends his expertise to many areas of the organization. As part of his commitment to quality and patient safety, Dr. Martin works closely with the WGH Performance Improvement department and serves as a member of the Performance Improvement committee. Over the years he has served in various leadership capacities, and will be the 2012 President-Elect of the WGH Medical Staff.

A strong supporter of the West Georgia Health cancer program, Dr. Martin is actively involved in tumor conference meetings held each week at the Enoch Callaway Cancer Clinic. These meetings

## Fundraisers Held to benefit United Way Campaign

Books, cakes and gold have all been sold to help raise nearly \$5,000 for the annual West Georgia Health United Way campaign to add to the employee donations. The goal for the 2011-2012 campaign is \$60,000. More than \$3,200 was raised from employees who sold unwanted gold jewelry. A departmental bake sale with 56 cakes and assorted cookies, brownies and treats was held before Thanksgiving and raised \$1,800. The final fundraiser was a book sale held outside the cafeteria and raised an additional \$600.

*Alfred McNair, pharmacist, right previews the cakes at the United Way Bake sale with bake sale organizer, Karen Summers, RN, nurse manager and Christy Harry, RN, volunteer.*





## Employee of the Month November 2011

**Pam Norred-Kidd**

**Job Title/Dept:** Medical Social Worker, Home Care.

**Number Of Years With The Hospital:** 30.

**Family:** Husband of 31 years, S. A. Kidd, III.

**Interests/Hobbies:** Horseback riding, kayaking, hiking and reading equestrian magazines.

**Proudest Moment:** When I received a Master of Social Work from the University of Alabama.

**Pet Peeve:** Rudeness and poor customer service.

**Music:** Contemporary Christian.

**Books:** Non Fiction.

**TV:** CBS Sunday Morning.

**Person(s) You Most Admire:** My husband. Great Christian fellow. Goes with the flow. Enjoys horses almost as much as I do. He is a good cook!

**Best Advice (That You Have Received Or Have To Offer):** Treat people well, in all walks of life. Don't hold grudges, as the anger is harmful to your well-being.

**What Would You Do If You Had A Million Dollars?** Assist those in need. If any money is left, purchase a horse trailer with nice living quarters and travel the country riding horseback and kayaking.

**How Do You Plan To Enjoy Retirement?** Well you guessed it. Do more trail riding on my horse. Do more work for the Church and perhaps some volunteer work.

## Service Line Focus: Josh O'Neal, Sales/Marketing Coordinator for Continuing Care

Josh O'Neal was recently hired to lead the marketing of West Georgia Home Care, West Georgia Hospice, Florence Hand Home, Twin Fountains Home and Vernon Woods Retirement Community.

As sales/marketing coordinator for Continuing Care, Josh's primary role is to develop physician and other referral source relationships to maintain a high-level census in each of these areas.

"With the increase in local competition for these same services, it is vital to our organization to promote WGH as the health care leader in our community offering this continuum of services," said Liza Fritchley, vice president, long term care services.

Josh is a graduate of Troup High School and Georgia Southern University with a degree in kinesiology. He and his wife Jessica, have a daughter, Adler.

## With Heartfelt Condolences

WGH acknowledges the following deaths:

**Mrs. Cathy Godfrey**

*niece of*

**Joann Ross, CNA**

**Homecare**

*aunt of*

**Shanbreka Grissom, CNA**

**Home Care**

## Congrats!

Congratulations to Greg Lassetter, warehouse supervisor on the birth of a granddaughter Berkley Lane Scarborough born on Dec. 14, 2011, weighing 7 pounds and 10 ounces and 20" long.

Tammy McGhee, RN, West Georgia Hospice is the proud grandmother of Payton Henderson born Nov. 3, 2011. Payton weighed 5 pounds and 12 ounces. Congratulations Tammy!





## WGH Employee Achieves National Certified Diabetes Educator Status

Linda Gwaltney, MS, RD, LD, Clinical Nutrition Manager at West Georgia Health (WGH) in LaGrange has achieved Certified Diabetes Educator (CDE) status by successfully completing the certification examination for diabetes educators. Candidates must meet rigorous eligibility requirements in order to complete the program. By achieving certification, Gwaltney has demonstrated comprehensive knowledge of and experience in diabetes management, pre-diabetes, and diabetes prevention. Gwaltney began work at WGH in 2005 as manager of clinical nutrition services. In addition to her responsibilities, Gwaltney will now provide support to patients by teaching them diabetes self-management education.

Gwaltney is now one of four Certified Diabetes Educators employed at WGH. These WGH diabetes educators are among more than 17,000 who hold certification from the National Certification Board of Diabetes Educators. NCBDE was established in 1986 to develop and administer a certification program for health care professionals who teach individuals with diabetes how to manage their disease. Through the development, maintenance and protection of the certification process and the CDE credential, NCBDE recognizes and advances the specialty practice of diabetes education.



## LAGRANGE COLLEGE HONORS BRITT

Tommy Britt, director of human resources at West Georgia Health, was named to LaGrange College's Wall of Outstanding Alumni during this year's homecoming celebrations.

Britt earned a bachelor of arts degree in business administration with a minor in speech and communications in 1987 from LaGrange College. He is working on a master's degree in human resource management at Troy University.

He is on the board of LaGrange-Troup County Chamber of Commerce, president of the West Georgia Society of Human Resource Management, and served on the boards for March of Dimes, American Lung Association and West Georgia Technical College. Since 2006, he's worked with United Way as a board member, community campaign co-chair and loaned executive.

He is a member of First United Methodist Church where he is a youth mentor, adult leader for the Methodist Youth Fellowship, Sunday school teacher and member of the staff parish committee.

Britt is a member of the National Youth Sports Coaches Association and a volunteer with Georgia Special Olympics volunteer. He serves on the LaGrange College Leadership Council and is a graduate of Leadership Georgia Hospital Association in 2010.

He is married to Holly Thompson Britt and they have two children, Zach and Anna.



*From left, Dot Ferrell, lead linen coordinator, Valerie Hood, linen processor, Cord Dandy, linen processor and Wanda Johnson, laundry supervisor.*

## New Equipment Installed in WGH Laundry Department

The West Georgia Health (WGH) laundry department has upgraded its services with new equipment: a Jensen spreader feeder, ironer, folder and stacker, that will increase efficiency.

The Laundry plays an important part in patient care by maintaining an adequate clean supply of bed linens and towels for inpatients. Items laundered include: sheets, pillow cases, gowns, incontinent pads, towels, spreads and shower curtains. One particular item that aids in patient care is the incontinence pad used on patients' beds, which helps decrease bed sores by keeping moisture away from the patient's skin.

On an average day, the WGH laundry department processes up to 6,000 thousand pieces of laundry. With a high census, that amount can reach up to 10,000 pieces a day.

# WGH PHYSICAL THERAPISTS ACHIEVE CERTIFICATION IN MDT THERAPY

West Georgia Health (WGH) Physical Therapists Michelle Williams and Laura Smith have achieved certification in the McKenzie Method of Mechanical Diagnosis and Therapy (MDT) from the McKenzie Spinal Institute. The McKenzie Method is an internationally recognized method for assessing, treating and preventing back, neck and extremity pain without surgery or medication. Developed in the 1960s by Robin McKenzie, a New Zealand physical therapist, the method utilizes individualized exercises and movement patterns to reduce and eliminate pain. This method of spine assessment and treatment is the most researched conservative care method in the scientific literature over the past 30 years. In fact, research has shown the initial McKenzie assessment procedures to be as reliable as costly diagnostic imaging (i.e., x-rays, MRIs) to determine the source of the problem and quickly identify responders and non-responders.

Unique to the McKenzie Method is a comprehensive and logical step-by-step process to evaluate the patient's problem quickly. McKenzie treatment prescribes a series of individualized exercises. "The emphasis is on active patient involvement, which minimizes the



*From left, Laura Smith, PT and Michelle Williams, PT director rehabilitation services recently achieved certification in the McKenzie Method of Mechanical Diagnosis and Therapy.*

number of visits to the clinic and improves outcomes," said Williams. "By learning how to self-treat the current problem, patients gain hands-on knowledge on how to minimize the risk of recurrence and to rapidly deal with recurrence if it occurs."

Williams, who is director of rehabilitation services at West Georgia Health and Smith, a physical therapist at WGH's Outpatient Therapy Services, began extensive training in MDT in 2010. Williams and Smith are among only 50 physical therapists in Georgia, and two of only three physical therapists in the southern metro Atlanta area to achieve this certification.

## Letter of Praise

Dear West Georgia Home Care,

Without the incredible care that I have received through this company, I do not believe I would still be here. I believe everyone should be told how appreciated they are, not in just the medical profession but in all walks of life. I believe our wanting to be needed and cared for is what makes us tick.

I have always received care, understanding and consideration from all at West Georgia Health. I hope our relationship continues for many years. I thank Donna Jeter, Stacie Daniel, Ms. Pam, Ms. Ronnie, Ms. Cindy and of course, Richard and Sean for being there for me, as a patient and more importantly as a friend. You are all Superstars in my eyes and because of this, I am in my second year of online training as a medical office assistant.

I hope to follow in your foot steps.

Always,  
Joni Green

Dear Joe (Calhoun),

As a CEO and former military commander, I know the value of having committed and highly professional team members. It therefore, gives us great pleasure to forward this letter advising you of the superior performance of your awesome West Georgia Health staff members, especially your Cardiovascular Medicine Department team members: Maxine Copland, Andrea Tharpe and Melissa Mathes.

Our 82-year-old mother recently visited your cardiovascular department for some diagnostic procedures. From our very first encounter with the cardiovascular team, it was obvious they take the goal of "providing very good care for you and your family" seriously. All team members were very polite, professional and collectively conveyed a genuine "patient-centered" attitude.

Specifically, their superb clinical expertise and astute explanations (of mom's preparation and subsequent procedure) ensured our family members fully understood what to expect. They also patiently provided details of the associated recovery process, while offering reassuring words of encouragement and comfort to our mother.

Bottom-line: The Cardiovascular department team's exemplary demeanor and true customer-oriented commitment make them "outstanding" West Georgia Health ambassadors. Please ensure they are properly recognized for a "job well done"!

All the best,  
Clint and Paula Wallace