



SMILE!

By Grace A. Odums, Manager, Training and Organizational Development

An unknown author is quoted as saying “a smile is the light in the window of your face that tells people you’re at home.” If we want our patients, guests and other customers to know that we’re “at home,” then smiling – *genuine smiling* - is the communication tool we must use in order to make the connection.

Why Is Smiling So Important?

There are four reasons why presenting a smile to our patients, their family members, guests and other customers is more important today than it has ever been:

1. Smiling Helps Make the Patient/Care Provider Connection

Making the connection with our patient, guest and/or customer is critical to our organizational success. Connecting helps to establish the foundation of trust. Trust builds relationships. The reason why customers continue to do business with us is because there is a business relationship that began with a connection. Geoffrey Gittomer, author of *The Sales Bible* suggests: “50% of all transactions are due to a friendship or business relationship.”

Our patients come to us to meet their healthcare needs because of an existing friendship, referral or business relationship. The only way to ensure that they come back to us AND tell their friends and family about the great care they received at Frankford Hospital, is to continue building positive relationships. *Smiling contributes to building a positive patient/customer relationship.*

2. Smiling Ensures Our Customers Return...To Us

Competition. Never before has the healthcare industry been more competitive. Certainly anyone who has a career in healthcare can attest to this fact. And the competition is only going to get stiffer. PriceWaterhouse Coopers, PwC, issues an annual healthcare industry trend report. In the 2007 report, PwC suggests there are seven trends of which we ought to keep abreast. **Consumer Driven Healthcare** is one of the seven. What does this have to do with smiling and making the connection? EVERYTHING!

continues on page 6

Message from Administration...

Spring means renewal and new beginnings and it has certainly proven to be a time for both at Frankford Hospitals. Over the last quarter we have launched a number of organizational initiatives aimed at continuing to improve clinical quality and efficiency as well as patient satisfaction. Among them is “Hardwiring Excellence,” a program designed to provide useful tools for achieving these goals.

Already in place at the Bucks County Campus, Hardwiring, while in its early stages, has demonstrated preliminary success in helping us achieve an increase in patient satisfaction scores. Many managers and employees at Bucks have taken part in the Hardwiring Excellence learning series and are putting learned concepts into daily practice. For example, the principle of A.I.D.E.T. as explained here in the *Pulse* has been adopted across the organization and employee and patient rounding is also underway so that managers can learn more about things we can do to advance our organization. We look forward to implementing Hardwiring at both the Frankford and Torresdale Campuses in the near future.

Research demonstrates that patients are choosing health care providers based on clinical quality, core measure performance, the level of attention given to their medical needs and time, as well as the courtesy level of those taking care of them more than ever before. The future of Frankford Hospitals depends on all of us exceeding these expectations.

Thank you for your dedication and commitment to making a difference in our organization. With hard work and active involvement, all of us at every level can assist in the hardwiring process and continuing Frankford Hospitals’ tradition of clinical excellence.

Wishing you a safe summer season,

Gary L. Perecko
Chief Operating Officer
Frankford Hospitals

A.I.D.E.T. = Acknowledge, Introduce, Duration, Explanation, Thank You Fundamentals for Providing Excellent Customer Service

The words that are behind the letters A.I.D.E.T. - Acknowledge, Introduce, Duration, Explanation and Thank You - are the five fundamentals of service and provide a good framework for applying “Key Words at Key Times,” as recommended by Quint Studer in his book *Hardwiring Excellence*.

A...Acknowledge – Call the patient by his/her last name (e.g., Mr./Ms. Smith) unless the patient requests otherwise. This is one way of treating the patient in a respectful manner.

I...Introduce – Tell the patient who you are, your name and skill set, professional certification if any, and training. An example of an appropriate introduction would be:

“Hello Ms. Smith, I am Mary Parker. I have been working at Frankford in my role

as a Radiology Technologist for five years and have performed this study on hundreds of patients. Each year I attend continuing education classes to maintain my certification from the American Registry of Radiologic Technologists in addition to staying current with any new techniques.”

D...Duration – Talk to the patient. Describe the test or function you will be doing, how long it will take, how long you expect he or she will be in your department, if that is the case and if results are a part of your involvement with the patient, how long until they can expect results. This is not just for clinical staff. This is for anyone interacting with a patient where a time frame may be indicated.

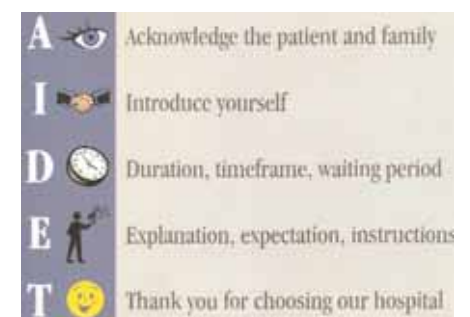
E...Explanation – Let the patient know what he or she can expect from the treatment or

service you are providing. If you will be performing a test that will cause patients pain or discomfort, tell them what they can expect step by step, including what you will do to keep them as comfortable as possible. When checking the patient’s ID band, please explain why you are doing so. Connect the key words for patient safety and excellent care.

T...Thank You – Thank the patient for choosing Frankford Hospital and mean it. Speak with passion and commitment so that our patients have no doubt they made the right choice by receiving their care in our hospital.

Based upon years of experience in health care, Quint Studer states that if you hardwire all five of these fundamentals, our patients’ satisfaction level will be at a 5. If you

incorporate only four into your practice, then our patients will be satisfied at a level of 4. The difference between 4 and 5 is “Good” and “Very Good.” “Very Good” is our goal because it is the right thing to do!



A graphic representation of the A.I.D.E.T. acronym. Laminated versions of this poster have been made available to all Hospital Departments.

In This Issue:

Clinical Excellence Recognized During Nurses' Week.....4

WorkLife Balance Program Enhances Employee Benefits and Conveniences5

ED Throughput Initiative Launched at Torresdale Campus.....7

Rona Altaras, MD, Joins Department of Surgery



Rona Altaras, MD, recently joined the Department of Surgery as both a general and trauma surgeon. Prior to Frankford, Dr. Altaras was a general surgeon at Lyell McEwitt Hospital in Adelaide, Australia. His areas of expertise include surgery of the alimentary tract and pancreas, endocrine surgery and critical care medicine. Dr. Altaras received his medical degree from Karl Franzens University in Graz, Austria. His training includes a residency in general medicine from Styrian General Hospitals, in Graz, Austria, an internship and residency in general surgery from Long Island Jewish Medical Center, New York, and a residency in general surgery at Lehigh Valley Hospital, Allentown, PA, where he also served as chief resident.

Joel P. Miller, DO, FACC, FACP, FACOI, Receives Teacher of the Year Award



Joel P. Miller, DO, FACC, FACP, FACOI, Clinical Assistant Professor in Medicine, received the Teacher of the Year Award at the Department of Medical Education's annual awards ceremony held on April 13. This follows the Excellence in Service Award he received last year. Dr. Miller will advance to Clinical Associate Professor of Medicine Division of Cardiology on July 1. Besides serving as Frankford Hospitals' Cardiology Fellowship Director, he also serves as preceptor for third and fourth year medical students at Philadelphia College of Osteopathic Medicine (PCOM). Dr. Miller also lectured at the program "A Day in the Office – An Update on Primary Care Concerns" at the Bucks County Campus on February 25, and "Advanced Dysrhythmias" for the nursing staff on November 16, 2006. He lectures weekly in EKG interpretation to students, interns and residents.

In Memorium Marc R. Silver, DO 1951-2007

Contributed By the Partners of Diagnostic Imaging, Inc.



It is with profound sadness that we announce the passing of our dear friend and long-time business partner, Marc R. Silver, DO, after a long and courageous battle with cancer. Marc began his medical career with Diagnostic Imaging, Inc., and Frankford Hospital in July 1982. In 1986 he became the CT Scan Section Chief. He worked tirelessly to develop the CT Service, taking it from a single head scanner at Torresdale to the advanced multi-site, multi-slice service that it is today.

It was through Marc's hard work and dedication that Frankford's CT Service is one of the largest and most reputable in the Philadelphia region. He diligently researched every new CT technology in his 25 years at Frankford. He spent much of his own time developing policies and protocols that would guide our group and the radiology staff in their jobs, and never complained of the seemingly endless stream of work.

At the heart of everything Marc did, was the welfare of the patients. He was a leader in championing early adoption of technological advances in CT imaging so that his patients would have every medical advantage. In 2005, he drafted the proposal to acquire the first 64-slice CT scanner in Northeast Philadelphia which ultimately resulted in Frankford Hospital making Oprah Winfrey's distinguished list of facilities that offered the 64-slice technology.

In February 2005, Marc successfully implemented the Coronary CT Angiography service at Frankford-Torresdale which continues to enjoy steady growth. As recently as a few weeks before his death, he sought application for, and was granted, verification of cardiovascular CT experience by the Society of Cardiovascular Computed Tomography.

Marc will be missed for his expertise as a radiologist and contributions to the Frankford Health Care System, but the greatest void will be felt in the hearts of those who called him "friend." A kind and gentle man, who moved through life with steady purpose, touching hearts along the way, he will not be forgotten.

Marc is survived by his devoted wife Shelley and two adoring sons, Brett and Andrew, as well as his parents and brother.

Contributions in Marc's memory can be made to the American Cancer Society, P.O. Box 22718, Oklahoma City, OK 73123-1718

Martin Pieretti, DO, MPH, CIME, Named Medical Director of Performance Improvement (PI)



Martin Pieretti, DO, MPH, CIME, was recently named Medical Director of Performance Improvement (PI) at Frankford Hospitals. While he will continue his duties as Medical Director of WorkHealth, Frankford's occupational medicine program, Dr. Pieretti's new appointment in the PI arena provides him the opportunity to work with our evolving Performance Improvement Team as we continue our Journey to Excellence in clinical outcomes, patient safety and satisfaction, and operational performance. In this new role, Dr. Pieretti will continue to be a physician leader for the many PI projects he has participated in over the past year.

A 1983 graduate from the Philadelphia College of Osteopathic Medicine, Dr. Pieretti completed a residency in Emergency Medicine, leading to Board Certification in 1988. He completed a Masters Degree in Public Health through the Medical College of Wisconsin in 1995. Dr. Pieretti became Board Certified in Occupational and Environmental Medicine in 1997 and achieved certification as a Medical Review Officer. He is also the past Chairman of the Medical Advisory Group for the Jefferson Occupational Medicine Network.

Lisa M. Nocera, MD, Joins Pain Management Center



The Pain Management Center at Frankford Hospital – Torresdale recently expanded with the addition of Lisa M. Nocera, MD. Dr. Nocera, along with Thomas Zavitsanos, MD, Director of the Pain Management Center, offers patients experiencing pain the latest technology and treatment therapies. Dr. Nocera received her medical degree from the University of Buffalo and completed a residency in anesthesiology at Mercy Hospital of Pittsburgh. She completed a fellowship in pain management at SUNY at Brooklyn and Allegheny General Hospital in Pittsburgh. Dr. Nocera is board-certified in anesthesiology and pain management. For more information on the Pain Management Center's services or to make an appointment, please call 215-612-4060.

Richard Kang, PA, Named Director of Allied Health Practitioners (AHP)



Richard Kang, PA, was recently named Director of Allied Health Practitioners (AHP) at Frankford Hospitals. In this new role, Rich is responsible for the administrative oversight of the Hospitals' allied health practitioners. He will also be working to enhance communication with and among the AHP staff. A Physician Assistant at Frankford since July 2002, Rich has more than nine years of clinical and administrative experience. He holds a Bachelor's Degree in Business Administration from Smeal College of Business, Pennsylvania State University.

Surgeon Karim B. Nakhgevany, MD, Recently Honored at Retirement Dinner

The Medical Staff of Frankford Hospitals recognized Dr. Karim Nakhgevany for serving as a key member of the Department of Surgery since 1977 with a retirement dinner in his honor at the Torresdale-Frankford Country Club on May 2. Dr. Nakhgevany's influence on the field of surgery and efforts toward the development of the Department of Surgery at Frankford Hospitals will not be forgotten.



From left to right: Mark J. LiBassi, MD, General/Trauma Surgeon, Gary W. Welch, DO, Trauma Program Director, John A. Heim, Chairman, Department of Surgery, and Emmanuel A. Smith, MD, General/Trauma Surgeon, congratulate Karim B. Nakhgevany, MD, (second from right) at his recent retirement dinner.

Frankford Hospitals' Radiology Department Implements OrthoView™ Orthopedic Digital Imaging System

Frankford's Department of Radiology recently implemented OrthoView™, an orthopedic digital imaging system offering a complete preoperative planning and templating system for joint replacement. The latest development in Frankford's commitment to digital imaging solutions, OrthoView™ utilizes innovative software that provides orthopaedic surgeons with access to an extensive library of digital templates for joint replacement and trauma procedures. The templates are not scanned copies, but are instead created from original data to ensure accuracy. OrthoView™ is now fully integrated with the Picture Archiving and Communication System (PACS) across Frankford Health Care System. To learn more about the system or schedule an OrthoView™ training session, please call **215-612-5695**.

Frankford Hospital – Bucks County Honored with American Red Cross (ARC) "Most Improved" Blood Drive Sponsor Award

(From left to right): Frankford Hospital – Bucks County Blood Drive Committee Members Barbara Gehringer, RN, Lead Coordinator, Care Management (BC), Heather Ackerman, RN, Charge Nurse, 1 South and 2 West (BC), and Kelly Herninko, RN, Nurse Manager, 2 North (Telemetry) (BC), were honored with the American Red Cross (ARC) Most Improved Blood Drive Sponsor Award at a recognition breakfast held at the Sheraton Bucks County Hotel on March 20. The Award is granted to Bucks County blood drive sponsors who increase blood donations by at least 75 percent. Despite a late-winter snowstorm on March 19, the Bucks County Campus held a successful blood drive that secured 43 productive pints.



Frankford Campus News Briefs

- Under the direction of Barbara Worek, Director of Business Services, staff from Patient Financial Services, located at 5009 Frankford Avenue, recently formed a patient satisfaction committee. Members of the committee are employees from Patient Financial Services who volunteer time during their workday to visit patients at the Frankford Campus and make their stay more comfortable in various ways. Volunteers respond to requests for extra blankets and ice, adjust televisions and blinds, assist with telephone service, provide donated reading material, toiletries, lotions, puzzles, and – most importantly – smiles and conversation.

Participation in the committee is voluntary, with members making a commitment to volunteering one day each week from 2 to 2:30 p.m. The committee covers 4 East and 5 East, but is actively seeking additional volunteers to expand the effort throughout other areas of the hospital. If you are interested in learning more about this opportunity to continue to improve patient satisfaction, please contact Carol Guzzardo at **215-831-8234**.

- The Frankford Hospital Auxiliary recently funded the purchase of new furniture for the main lobby of the Frankford Campus. A special thank you goes to the Auxiliary for its support of this project.
- The Latino Outreach Program based at Frankford Hospital – Frankford was recently highlighted in an article in the Philadelphia Business Journal. The article featured a photo of Betzaida Cruz, Spanish Community Liaison, as well as quotes from Betzaida, Nancy Cherone, Vice President, and Rafael Villalobos, Chief Legal Counsel. Each described the many resources and services the Hospital has added over the last few years to address the needs of the Latino patient.
- Frankford Hospital – Frankford recently sponsored the 8th Annual Frankford Community Festival held on May 20 along Frankford Avenue. The event provided entertainment for the community with activities from local organizations and businesses, free food and drinks, and a variety of music. The festival, which originated in the late 1990s, started as an arts festival and soon branched out into a family-oriented day filled with activities for kids, adults, and local businesses.

Frankford Hospitals Participate in "Door-to-Balloon" Quality Alliance

Frankford Hospital was included as a participating hospital in the first public listing of the Door-to-Balloon (D2B) Quality Alliance on March 26. D2B deals with the currently recognized, evidence-based emergent care and definitive treatment for non-transferred patients who are having a certain type of heart attack. The challenge is to have eligible patients in the cardiac catheterization laboratory and to have a blocked artery opened within 90 minutes from the time they came through the hospital doors. By participating in the D2B Quality Alliance, Frankford is demonstrating a public commitment to getting our Door-to-Balloon times down to 90 minutes or less. Effective D2B times are only possible with a team approach. Over 800 hospitals are currently participating in the D2B Alliance nationwide.

Nurse Champions Hold Another Successful "Halt Hunger" Food Drive

The Nurse Champions of Frankford Hospital sponsored their second "Halt Hunger" food drive on March 27 and 28 at all three hospital campuses. The food drive is one initiative sponsored by the Nurse Champions to foster positive relationships with members of our hospital communities. Donated food was delivered by the Champions to the following programs: Frankford Ministries (food pantry), Holmesburg Methodist Church (food pantry and soup kitchen), Calvary Chapel (food pantry), A Woman's Place of Bucks County (safe house for victims of domestic violence) and Wilkinson Memorial United Methodist Church (food pantry).

Thanks to all the Frankford Hospital employees who helped to make this food drive a success. Special thanks to our Food and Nutrition Services Department, especially Henry Giorgione, General Manager, for his support and generous food donation! Over 1800 items were collected among all three campuses. Look for the next "Halt Hunger" food drive in Fall 2007!



Frankford Hospitals Celebrate Hospital Week

Frankford Hospital celebrated National Hospital Week during the week of May 7 with employee picnics held at each Hospital Campus and the three outpatient centers. Chair massages, provided by Frankford's massage therapists, were also offered at all locations. All employees were also recognized with a special gift. Thanks for all of your hard work and dedication!



Employees at the Torresdale Campus employee picnic took advantage of complimentary chair massages offered during Hospital Week.

Frankford and Torresdale Campuses Hold Successful Spring Blood Drives



The Frankford and Torresdale Campuses both held successful spring blood drives, collecting 62 and 65 pints respectively. These positive outcomes were the result of aggressive recruitment as well as active donor involvement. At left, Amy Wagner, Medical Records/Diabetes Education, prepares to give blood at the Frankford Campus drive. At right, Nick Martino, Information Systems, completes the American Red Cross donor questionnaire at Torresdale's recent drive.

Frankford Hospitals' Food and Nutrition Department Celebrates National Nutrition Month

In recognition of March as National Nutrition Month, the inpatient nutrition staff coordinated Nutrition Expos in the cafeterias at each Hospital Campus. The informational events included exhibits and poster presentations on the importance of portion control and dietary fiber as well as the health risks associated with trans fats. Attendees also had the opportunity to sample healthful foods, test their nutrition IQ through a survey, participate in raffles, and win nutrition and wellness-related prizes. Staff members from Frankford's Nutrition Center and Preventive Health and Wellness Departments were also on-hand to answer nutrition and fitness related questions.



From left to right: Christopher Winchester, Supervisor, Health Fitness, Kathleen Robotin, RD, Inpatient/Outpatient Dietitian, Jessica Stark, RD, Inpatient Dietitian, Teorina Cerchie, RD, Inpatient Dietitian, and Erica Brigati, RD, Director, Nutrition Center, were on hand to answer nutrition questions at the Torresdale Campus Nutrition Expo held in the cafeteria on March 7.

Wellness and Nutrition Centers Launch Complementary Therapy Program

Frankford Hospitals' Wellness and Nutrition Centers recently launched a new comprehensive Complementary Therapy Program targeting the special needs of patients living with cancer and other medical conditions. The program offers medical massage therapy, nutritional counseling, reiki, reflexology, yoga, and stress management. Frankford's skilled staff of certified massage therapists is prepared to administer an array of light touch therapies such as Swedish Massage, foot reflexology and reiki. In addition to touch therapy, individualized nutrition education and counseling help address cancer and other diseases from a holistic point of view. Each Nutrition Center session targets a patient's specific needs, including home nutrition support, addressing treatment-related eating issues, and/or optimizing weight and nutrition status.

For more information about Frankford's Complementary Therapy Program or to schedule an appointment, please call the Wellness Center at **215-612-4576** or the Nutrition Center at **215-612-4863**.

Daffodil Day Ushers in Spring Season at Frankford Hospitals



(Left to right): Mary Ellen Weimer, Secretary, Volunteer Department, and May Raburn, President, Frankford Hospital Auxiliary, welcomed spring by helping to distribute daffodils at the Torresdale Campus as part of the American Cancer Society's annual "Daffodil Day" fundraiser. A total of \$2,280 was raised through sales at the Frankford, Torresdale and Bucks County Campuses. All proceeds benefit the American Cancer Society.

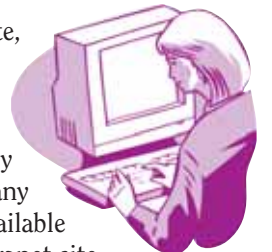
Frankford Hospitals' Smoke-Free Initiative: An Update

Smoke-Free Campaign Rollout to Begin with Independence Day (July 4), Go-Live Set for the Great American Smokeout (November 15).

As mentioned in the winter issue of the *Pulse*, Frankford Hospitals, along with six other hospitals in Bucks County, Frankford Hospitals recently made a commitment to become a 100 percent smoke-free environment. This new policy will make all outdoor areas of each of our hospital campuses, outpatient centers and office buildings located in Bucks County and Philadelphia "smoke-free," prohibiting smoking by employees, patients and visitors. Official dates have been set for the smoke-free policy to take effect. *The campaign will begin with an educational kick-off held around Independence Day (July 4) and culminate with the policy taking effect at all Frankford facilities on the day of the American Cancer Society's Great American Smokeout (November 15).* Between July 4 and November 15, you will be hearing more about the smoke-free initiative and have the opportunity to offer feedback as well as participate in related educational activities. A multidisciplinary committee of both smoking and non-smoking employees has been working to coordinate various aspects of the new smoke-free environment, including new policies, cessation resources and education programs, as well as communication. We look forward to your support of this important initiative.

Frankford Hospitals' Library System Now Offers Off-Site Access to Electronic Resources

Frankford Hospitals' Library System recently introduced off-site, virtual access to all of its electronic resources meaning that you no longer need to be at an in-house Frankford work station to review these reference materials. Signing up for an off-site username and password to library resources is easy and only takes a few minutes. You will then have access via any Internet-connected PC to all of the electronic information available from our libraries. Simply go to the Library Page on our Intranet site www.fhcs.org and scroll down to "Athens Authentication." Click in, fill out the application and receive your username and password immediately. You will then have full text access to over 100 textbooks, 2500 journals and other databases such as Pier, DynaMed and Anatomy TV, from virtually anywhere. The E-collections from the library contain resources for Medicine, Nursing, Allied Health and Health Care Administration. Make yourself an information maven. Sign up today!



Clinical Excellence Recognized During Nurses' Week



In celebration of National Nurses' Week for 2007, Frankford Hospitals acknowledged nurses for their clinical excellence. Through peer selection, each unit recognizes a nurse with the Clinical Excellence Award for his or her contribution to the profession and Frankford Hospitals.

Recipients were recognized at a luncheon held in their honor on May 11 during Nurses' Week. Congratulations to this year's recipients!

Torresdale Campus

Brian Marino, RN • Linda Nowak, RN • Gail Holfelder, RN, BSN • Sharon Bradshaw, RN • Geri Gregoire, RN • Roseamma Jaison, RN • Sue Mc Mullen, RN, MSN, CCRN • Teresa Browne, RN • Linda Napadano, RN • Patricia Myers, RN • Alfred Caputo, RN •

Jeanine McDonough, RN • Tracy Simcox, RN, BSN • Carolyn Sheaf, RN, BA • Nancy Soulsby, RN • Janice Gibson, RN • Deana Paugh, RN, CCRN • Stacy Keen, RN • Jill Everly, RN • Emily Cervonka, RN • Patrica Preski, RN

Bucks County Campus

Debra Condon, RN • Sue Hanley, RN • Melanie Hogan, RN • Carolyn Bannigan, RN • Jay Boss, RN • Gayle Stewart, RN • Gita Sampat, RN, CNOR • Nicole Freeling, RN • Carol Gernavage, RN

Frankford Campus

Geri Sincavage, RN • Mark Gallus, RN • William Clark, RN • Diana Black, RN, BSN • Lisa Moser, RN, BSN • Michelle DeCristofaro, RN • Dawn Ward, RN, BSN • Cathy Braccia, RN, BSN • Bonnie Pembroke, RN, BSN

Frankford Hospitals Launch WorkLife Balance Program

New Program Enhances Employee Benefits and Conveniences

In response to employees' ever-changing demands both at work and home, Frankford Hospitals have developed the WorkLife Balance Program. Designed to assist employees in maintaining stability in their lives outside of work and enhancing their work experience, this new program provides all employees a number of benefits and new conveniences. These include a full range of medical and dental benefits, vision care, legal assistance, financial security benefits, wellness and weight management programs, life management and planning services, career counseling, tuition reimbursement, educational guidance. WorkLife has also introduced new employee conveniences include the sale of postage stamps and "Grab-and-Go" home replacement meals available for purchase through the hospital cafeterias. To learn more about Frankford's WorkLife Balance Program, please visit our Intranet site at www.fhcs.org or call the Human Resources Department at 215-612-4103.

WorkLife Balance Highlights...

U.S. Postage Stamps Now Available at the Business Office at all Three Hospital Campuses

As part of the WorkLife Program benefits, hospital employees can now purchase up to two books of postage stamps from the Business Office at all three Hospital campuses during the following hours:

Bucks County Campus

8 a.m. – 4 p.m.
Monday through Friday

Frankford Campus

8:30 a.m. – Noon
Monday & Friday
8:30 – 11:30 a.m.
Tuesday, Wednesday, Thursday

Torresdale Campus

8 a.m. – 4:30 p.m. -
Monday through Friday
10 a.m. – 2 p.m.
Saturday & Sunday

Entertainment/Amusement Park Tickets for Sale

Tickets	Actual Ticket Price	Employee Discount Price
AMC	\$7.70	\$6.00
Regal	\$9.80	\$6.00
Franklin Institute	\$18.75	\$11.00**
Sesame Place	\$47.97	\$37.25
Zoo	\$16.95	\$12.00**
Great Adventure		
General Admission	\$69.99	\$32.25
Great Adventure		
Hurricane Harbor	\$34.99	\$23.00
Dorney Park	\$37.95	\$25.50

**These prices are subject to change due to anticipate increases in actual ticket prices.

Each edition of the *Pulse* will include some WorkLife Balance tips and suggestions to assist you in your pursuit of striking a balance between your work and personal lives.

Choosing School Age Summer Care:

Planning on where your school age children will be spending their summer days can be a challenge. In order to make this process less stressful, define your children's needs and interests, then consider the costs of summer care. Within the parameters you establish, enlist your children's assistance with planning, and consider the following tips:

- Half-day, full-day, overnight camps and recreational programs offer a variety of physical activities and creative opportunities.
- A good camp provides a structured schedule within a relaxed atmosphere, employs an appropriate number of mature responsible counselors, and is attentive to health and safety issues.
- Specialty camps provide intensive experience in a single area, such as tennis, gymnastics, horseback riding, music, art, team sports, or wilderness adventure. They work best for older children with distinct interests and abilities.
- Libraries, local recreation programs, community organizations, and school districts often offer part-day learning experiences that can supplement other care arrangements.
- Enrolling your children in the same program that friends are attending can make transportation and adjustment to the program easier. Inviting a friend of your child's to travel with your family could enhance your child's experience and possibly lead to a reciprocal invitation.
- Many camps offer leadership and learning opportunities for young teens through counselor-in-training programs.
- Family child-care providers can provide an enjoyable and economical environment for families with both school-age and pre-school children.
- College students can be great summer nannies who are usually willing to drive children to part-day programs, lessons, or play dates. Nannies offer much-needed flexibility for families with children of varied ages and needs.

Building Healthy

Communication Strategies

Effective communication is an essential part of a healthy relationship between individuals. Most people know how to talk, but few know how to listen effectively. Review the time-tested tips below to improve your communication skills.

- Utilize "active listening" skills by listening without interrupting and encouraging the speaker by nodding or saying "mm-hmm" as a sign you are paying attention. Repeat back what you think the other person said so that both people clearly understand the message. Do not question, challenge, agree, or disagree with what you heard; just say something like, "It sounds like you're feeling annoyed because I didn't complete that last project." Reflecting back what you heard requires listening very carefully and allows both people to clarify their thoughts.
- Use a soft and friendly tone of voice to demonstrate your willingness to listen with an open mind.

- Maintain eye contact and relaxed body language. Eliminate distractions, and focus on the speaker. Avoid asking "why" questions which often elicit a defensive reaction, and refrain from offering advice unless specifically requested.
- Try to be open to the other person's feelings and accept them without being judgmental. Avoid bringing up old issues; stick to the matters at hand.
- When bringing up a sensitive issue, start with a positive statement giving praise before proceeding to the "constructive criticism" you wish to share. Don't allow grievances to fester. Resentment grows quickly. Learn how to problem solve and "agree to disagree" when necessary.

Getting Acquainted with Krames On-Demand Internet (KODI)

Web-based patient education program offers a host of health and medication information.

Frankford Hospitals offer Krames On-Demand Internet (KODI), a web-based patient education program that contains a host of health and medication information. Nationally recognized for the quality of the health information it offers, Krames' evidence-based patient education provides patients with the necessary tools to take control of their health. Available in several languages, Krames' health information materials, called HealthSheets, are both educational and informative. Each piece covers a specific health topic, combining medical illustrations with easy-to-read text that together help the health care team communicate key points to the patient. Clinical staff can use these materials to explain diseases and conditions, introduce pre- and post-operative procedures, and reinforce follow-up instructions. Upon discharge, these documents may be placed in a personalized patient take-home folder.

To ensure that each Krames educational HealthSheet is valuable, reader-friendly and incorporates current practice standards and guidelines, each product undergoes a rigorous four-stage development process that includes:

- Determining market need and conducting research
- Content development with experienced consultants
- Technical review
- Ongoing review and updates

How to Use Krames On-Demand Internet (KODI)

First, access Frankford's Intranet site:

- Click on "Internet Explorer" icon. It should open to the Frankford Hospital Intranet site. If it does not, type www.fhcs.org in the address bar and enter.
- Click on the "Patient Education" tab in the blue section.
- Click on your campus. You may be prompted to enter a user name and password to access the Internet (type internet, internet). This should take you directly into the Krames program under the "Bookmarks" tab.

Next, Find and Print a HealthSheet:

Keyword Method

- Type search term into "Search HealthSheets" box at top right. Click "GO."
- Click blue link (title of HealthSheet) on search results page to view.

Browse Method

- Click "Browse" tab or a specific orange folder.
- Click blue links (broad categories) to drill down to HealthSheets.
- Click black link (HealthSheet title).

Print

- Type in patient name and special instructions.
- Click on "View In" tab, then select different size print or language.
- Click on appropriate language and select "Print" tab on Krames page. (Do not use the "File" selection dropdown to print – which is located in the upper left hand corner)

SMILE!

Continued from page 1

Today, approximately 20% of a hospital's revenue base is derived directly from the consumer. This is up from 10% in 1998. As employers shift more of the accountability for healthcare coverage to the employee, this suggests patients will be paying more for their care. The more patients pay, the more they expect, demand and deserve *professional, friendly, courteous, quality care*. You or I would not entertain paying more and receiving less in the way of service. Why would we expect that our patients/customers would pay more and tolerate less? Genuine smiling is directly connected to living our mission statement *"..to deliver exceptional patient care and customer service."* Exceptional patient care and customer service suggests friendly service. Friendly service helps ensure our customers: (a) return to us, (b) don't entertain going to the competition and (c) tell their friends and family. *Friendly service begins with a smile.*

3. Mutual Health Benefits

The benefits of smiling reach far beyond both immediate and long term business results. According to new research, seeing a smile can give more pleasure than eating chocolate (What?!) That's right. Smiling is actually very, very good for you!

Alastair Jamieson, Consumer Affairs Correspondent for *The Scotsman*, reports on a recent study conducted by computer giant Hewlett Packard in which 109 volunteers were tested, with 1,000 adult pollsters interviewed in follow up sessions.

The test results were analyzed by Dr. David Lewis, author of *The Secret Language of Success*. *"...Powerful emotions are triggered when someone smiles and we smile back. It changes our brain chemistry. It creates what is termed a 'halo' effect that helps us remember other happy events more vividly, feel more optimistic, more positive and more motivated."*

4. Smiling Can Lead to Laughter.

And laughter helps create a healthy work environment. But it doesn't stop there. When we laugh, according to the American College of Cardiology, it boosts blood flow (by more than 20%),

may reduce the risk of heart disease, helps fight infections, eases pain and is thought to boost your immune system.

In 2001, Drs. Lee Berk and Stanley Tan of Loma Linda University in California, conducted a study of volunteers who viewed a video of the comedian Gallagher smashing produce with his sledgehammer. The volunteers showed significant improvements in several immune system functions like natural killer-cell activity.

Dr. Maden Kataria has started a revolutionary trend: Laughter Yoga. Currently there are over 5,000 Laughter Clubs in 40 countries, in which the therapeutic benefits of the combination of deep breathing and laughter are shared.

Clearly laughter is good for the patient in the healing process and good for us in our daily work environment. And isn't it funny. Children laugh over 400 times a day. Adults over the age of 35? Only 15 times a day. We've got a lot of catching up to do.

Well, there you have it. Four great reasons to smile, (and laugh – where appropriate):

Remember Smiling:

- Contributes to building positive patient/customer relationships
- Is where we begin to meet our patient's expectation concerning friendly, professional and courteous care. (Remember, they're paying for service)
- Provides health benefits for the giver and recipient
- Can lead to laughter – helping to create a great organizational culture and hasten the healing process

So go ahead. Smile! Greet our patients with a smile. Acknowledge their family members with a smile. Practice A.I.D.E.T. with a smile. Live the Standards of Behavior with a smile.

Do as Randy Tuminello, President of TrustBuilders International suggests: *"...So smile. You can't always control your circumstances, but you can control your attitude. So get off you diet of limes and persimmons and smile. Because when you do, you uncover the winner's secret weapon for success."*

Preventive Health & Wellness Department Offers Self-Protection Course, Presented by Action Karate

Frankford Hospitals' Preventive Health & Wellness Department recently began offering a Self-Protection Course to Frankford employees and community members. The course, presented by Action Karate, a local Martial Arts Academy, teaches the four most common attacks including "hair grab," "shoulder grab," "wrist grab," and "choke attacks," and their related defenses. Quick and easy methods of release from these attacks are taught as well as techniques for mental self-defense. The Self-Protection Course is currently held at the Torresdale Campus, but will soon be offered at one or more additional Frankford Hospital locations. For more information or to register, please call the Wellness Center at 215-612-4576.

Evidence-Based Practice and Research Council Plans New Projects and Initiatives

By: Bruce Boxer, PhD, MBA, RN, Evidence Based Practice and Research Coordinator, Frankford Hospitals

Have you heard what great things the Evidence-Based Practice and Research Council has accomplished this spring? What? You don't know what the Evidence-Based Practice and Research Council is? Well, let me tell you. The Evidence-Based Practice and Research Council is a group of nurses who do research and evidence-based practice projects here at Frankford Hospital. We take on projects and research initiatives to improve the nursing practice environment, which leads to better patient care and opportunities for greater professional development. We meet every third Tuesday of the month, and membership is open to any registered nurse at Frankford.

Currently, the group is involved in many projects. For example, a research project has just gotten underway to evaluate the characteristics of patients who have fallen in our hospitals. The goal is to determine the risk factors for falls for our population and create an assessment tool that can accurately identify those patients at risk. Ultimately, this could help us prevent many falls and costly injuries.

Recently, two of our council members received recognition from SePA, the local chapter of the American Association of Critical Care Nurses (AACN), for their work on evidence-based practice projects. Mary Walsh, RNC, BSN, and Bea Leyden, RN, BSN, CCRN, will present posters on their projects a *Trends in Critical Care*, SePA's spring conference.

Our second class of Evidence-Based Practice Consultants convened in April. The Evidence-Based Practice Consultants are nurses trained in the evidence-based practice and project management processes, available to any staff member in need of consultation. They can assist in planning and implementing performance improvement projects: hospital and unit-based; policy development and revision; school projects; poster presentations; and evidence-based patient care issues. For this class, we will be adding a few new and exciting topics like data analysis, cost/benefit analysis, and research statistics. The class for this session is full, but keep an eye out for the next class if you're interested.

Education with Eats is a series of monthly events designed to inform and entertain the nursing staff at Frankford Hospital. It provides nurses with 1 contact hour for each session attended. Our April event featured Gary Christopher, MA, MS, Director of Library Services, who instructed participants on how to search for information and research literature. Our May event featured yours truly presenting a session on how to write up a project for journal publication. An article about our Evidence-Based Practice Consultant Program has recently been accepted for publication in *Nursing Management Journal*.

continues on page 8

Quality & Patient Safety Corner

Commitment to Quality

Contributed by Frankford's Department of Performance Improvement (PI)

In order to meet Frankford Hospitals' mission and commitment to safe, quality care for our patients and the communities that we serve it is important that all departments throughout our organization work together. This commitment drives our healthcare team each day as we strive to provide patients with a better quality of care and service. This commitment leads to our goals and promise to provide continued service excellence, good outcomes, and improved health and quality of life while also lowering health care costs.

What is Quality?

Quality is always looking for ways to improve work processes and care so we can identify and determine opportunities for improvement. The path to quality starts at the TOP with our leaders and follows through to every member of the Frankford healthcare team. A number of recent achievements demonstrate our collective strength and commitment to our community and ourselves.

These include:

- Successful reaccreditation by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
- Participation in the Institute for Healthcare Improvement (IHI) 5 Million Lives Campaign
- Chest Pain Center Accreditation at the Frankford and Bucks County Campuses
- Torresdale Campus ICU Earning Beacon Award for Critical Care Excellence
- 2006 Hospital Association of Pennsylvania (HAP) Award for pneumonia prevention

Ongoing performance measure initiatives related to heart attack, heart failure, surgery, and pneumonia prevention and care are paramount to ensure the best patient outcomes. We look forward to continuing to work together to achieve continued quality and, as a result, celebrate our successes.

Continuously striving to be the best and give the best. This is Frankford's quality commitment to ourselves and our patients.

Evidence-Based Practice and Research Committee Presents "Performance Measures: Bottom Line on TOPS"

On February 20, the Nursing Department's Evidence-Based Practice and Research Committee presented "Performance Measures: Bottom Line on TOPS," as part of its "Education with Eats" series. The lecture discussed Frankford's TOPS initiative, why quality is our priority, and the importance of the clinical performance measures including pneumonia, congestive heart failure (CHF), myocardial infarction (MI) - heart attack, and the Surgical Care Improvement Project (SCIP). All nurses who attended the education event earned 1 contact hour granted by the Pennsylvania State Nurses Association (PSNA).



From left to right: Presenters included Barbara Salapata, RN, BSN, CCRN, Kathleen Hutt, RN, BSN, CCRN, Joann McGettigan, RN, Bea Leyden, RN, BSN, CCRN, and Barbara Young, RN, BSN, CEN.

The Torresdale Short Procedure Unit (SPU) Turns 20!



Staff from the SPU at the Torresdale Campus gathered to celebrate the 20th Anniversary of the Unit at a special reception on March 15. Through pictures and shared memories, the event commemorated the SPU's history, growth and success.

Tammy Bayer, Team Leader, Food and Nutrition Services Department, Torresdale Campus, Wins Sodexo CARES Award

Tammy Bayer, Team Leader in the Food and Nutrition Services Department at the Torresdale Campus, was awarded the Sodexo CARES Award after being nominated by Henry Giorgione, General Manager, Food and Nutrition Services, for the caring and compassionate actions she recently took when a co-worker fell ill.

"While at work one day, Tammy noticed that one of our hostesses was about to faint," explains Giorgione. "Tammy caught her and lowered her to the floor, not knowing that she was actually having a seizure. Taking quick action, Tammy called out for the management team for help, called the operator to get medical personnel to the scene, keeping cool at all times. As a result of Tammy's efforts, a team of doctors and nurses quickly treated the employee who was taken to the ER for further care. Tammy was a true hero in many ways that day and is very deserving of the CARES award."



Tammy Bayer, Team Leader, and Henry Giorgione, General Manager, Food and Nutrition Services Department.

The Sodexo CARES Award recognizes Sodexo staff members who demonstrate caring and compassionate attitudes that make a difference not only for the people they serve, but also for all those they come in contact with each day. Congratulations Tammy!

Emergency Department (ED) Throughput Initiative Launched at Torresdale Campus

An initiative was recently launched to improve patient delays and access issues experienced in the Emergency Department at the Torresdale Campus. To achieve these goals, a multidisciplinary "ED Throughput Committee" has been formed. The group meets weekly to work on ways to:

- Decrease patient delays and access problems
- Improve the ability to rapidly identify the most ill patients and move them to the most appropriate level of care
- Deliver patient care rapidly and move patients to the appropriate part of the hospital seamlessly
- Facilitate flow through the appropriate levels of care, including effective and efficient coordination of beds in the facility
- Streamline the hospital's inpatient discharge process to facilitate ED capacity
- Measure improvements in clearly defined metrics

ED Throughput Committee members include Gary Perecko, Chief Operating Officer, Dominic Webster, Director, Pharmacy Services, Anthony Veasey, Senior Performance Engineer, Premier, Robert Beyer, DO, Director, Emergency Services, Mary McAneny, Vice President, Patient Care Services, Maryanne Bair, Radiology, Jackie Comitale, RN, Manager, Observation Unit, Torresdale Campus, Rose Francis, QI Coordinator, Laboratory, Peg Jackson, Emergency Department Registration, Torresdale Campus, Mary Magee, Director, Performance Improvement, John Quinn, Administrative Director, Barbara Taubenberger, RN, Manager, Torresdale Campus Emergency Department, Albert Tomchaney, MD, Chief Medical Officer, and Michelle Rubio, Housekeeping Manager, Torresdale Campus.



The ED Throughput Committee meets weekly to develop and maintain plans and measures for delivering patient care rapidly through the Torresdale Emergency Department, while also seamlessly moving patients to appropriate parts of the Hospital.

Our Light Shines: Torresdale Intensive Care Unit (ICU) Wins Prestigious AACN Beacon Award

The ICU Staff at the Torresdale Campus recently earned the Beacon Award for Critical Care Excellence, an award given by the American Association of Critical-Care Nurses (AACN) and specifically designed to recognize the nation's top hospital critical-care units. Critical-care units that receive the Beacon Award have demonstrated that they provide the very best in nursing care, exhibit high quality standards, including exceptional care of patients and their families, and foster healthy work environments. This achievement was recently celebrated with a special luncheon.



What's All the Fuss about Identity Theft?

By: Walter Padworski, Information Security Officer, Frankford Hospitals

On my birthday, my wallet was taken at the checkout counter at Tom Thumb. Security cameras showed the checker taking my wallet, and charging nearly \$500 of groceries after I left the store. The wallet – containing my recently renewed Drivers License, MasterCard, ATM Card, parking card, business cards (with cellular and home numbers), and college ID card (with social security number on it) – was never recovered. The head of store security and the police detective told me that the wallet was probably thrown away.

To my knowledge, no effort was made to recover the wallet. I contacted Citibank, Bank One, and got a new Driver's License, ATM card, and MasterCard. Shaken and traumatized, I tried to put the past behind me.

I first became aware that my identity had been stolen when I received a bill from Sears – for \$675.55 of electronic purchases I did not make. (www.privacyrights.org)

An Identify Theft victim in Dallas, Texas wrote the above testimony.

In October 1998, Congress passed the Identity Theft and Assumption Deterrence Act of 1998 to address the problem of identity theft. This Act makes it a federal crime for anyone to “knowingly transfer or use, without lawful authority, a means of identification of another person with the intent to commit, or to aid or abet, any unlawful activity...”

According to the Federal Trade Commission (FTC), approximately 162,000 victims reported an instance of identity theft during the period January 1 through December 31, 2002. Of these, 3,497 lived in the State of Maryland and 5,080 lived right here in Pennsylvania! A more recent survey indicates that someone is the victim of Identity Theft every 79 seconds.

In a survey conducted in 2004 by the U.S Department of Justice reveals that households headed by persons age 18-24 and those in the highest income bracket (\$75,000 or more) were the most likely to experience identity theft. The survey further indicates that 3 in 10 households experiencing any type of identity theft discovered it by missing money or noticing unfamiliar charges on an account and almost 1 in 4 were contacted by a credit bureau. About two-thirds of households experiencing identity theft reported some type of a monetary loss as a result of theft.

In the last six months or so, I've had folks say to me, “I have a computer and use the Internet. What should I be concerned about?” If you're storing personal information, such as your Social Security Number, financial records, tax returns, birth dates, or bank account numbers in your computer, it is always a good idea to update your virus protection software regularly. You should also be alert for security repairs or patches that you can download from your operating system's web site. When viewing email, do not download files sent to you by strangers or click on hyperlinks from people you don't know. Be especially alert to any type of email that provides a link to a web site where you are asked to input personal information such as credit card numbers, bank account numbers, Personal Identification Number (PIN), and Social Security number. If you're not sure the email is a hoax, you should check the real company's web site for a posting about the scam or call their customer service department. Use a regular telephone or on-line directory to find the company's contact information. Do not call the contact information provided in the email. If you have a high-speed Internet connection like cable or DSL, consider using a firewall program or appliance. When disposing of an old computer, make sure that you completely delete your personal information. Don't rely on using keyboard commands, instead use a “wipe” utility program to overwrite the entire hard disk drive to insure the files are unrecoverable.

If someone has stolen your personal information or identification documents, you can do several things to prevent the misuse of that information if you act quickly. For financial account information, such as a credit card or bank account, close the accounts immediately. If you believe your Social Security number has been stolen, call the toll-free fraud number for any of the three major credit bureaus (Equifax: 1-800-685-1111, Experian: 1-888-397-3742, Trans Union: 1-800-888-4213) and place a fraud alert on your credit reports. If your driver's license or other identification documents are stolen, you can contact the issuing agency and follow their procedures to place fraud flags and to get replacements. Once you've taken these precautions, there really isn't much more you can do except to check for signs that your information is being misused. Don't forget that you should always report a crime or theft to the police.

Evidence-Based Practice and Research Council Plans New Projects and Initiatives

continued from page 6

In the near future, the Evidence-Based Practice and Research Council is planning to initiate quarterly Nursing Grand Rounds, presenting an interesting case study from various nursing specialties and evaluating what occurred in light of best practice.

And, our first annual Peer-Reviewed Poster Presentation was held during Nurses Week (May 6-12) in the cafeteria at each Hospital campus. Our nurses are doing great things at Frankford. Get informed and get involved. The Evidence-Based Practice and Research Council is here to help. To find out more, please contact me at 215-612-4379 or by e-mail at bboxer@fhcs.org

Bucks County Campus Emergency Department Expansion Complete

Construction was recently completed on the six-phase Bucks County Emergency Department expansion project. Begun in July 2006, the project included upgrades of four fast-track patient treatment cubicles and cardiac rooms, four new private treatment rooms, renovation of two private rooms, two new triage beds, renovation and expansion of the nursing station, and a new medication preparation room.



From left to right: New Exam Rooms (Phase 1), Triage (Phase 2), Expanded Nursing Station/Medication Prep Room (Phase 4), Fast Track Beds (Phase 3)

Nominate a Co-Worker for Frankford's CARE Plus Award!



William Reinhart
Food & Nutrition
FC – 2006 Employee of the Year



James Grady
Pharmacy
TC – 2006 Employee of the Year



Anita Mohn Hamilton
Nursing, ER
BC – 2006 Employee of the Year

Six times each year, Frankford Hospital recognizes one employee from each of the three campuses for a *CARE Plus* award.

CARE is an acronym for: Courtesy, A Positive Attitude, Respect, Enthusiasm. Plus stands for attention paid to patient/physician satisfaction and cost savings.

If you know an employee who exemplifies these attributes, nominate them by completing and submitting the CARE Plus nomination form available on Frankford's Intranet site at www.fhcs.org. The Nominator's name must be included. Anonymous nominations will not be accepted. Every other month a committee meets and selects three winners who are awarded \$250, given a plaque and their picture and name is posted at each campus. All winners are eligible for the CARE Employee of the Year. Three of the winners are selected for this honor and given a cash award/trip at an annual awards luncheon.

Please join us in congratulating the 2006 winners of the CARE Plus Employee of the Year Award pictured above.

Frankford pulse

Roy A. Powell, President & CEO, Frankford Hospitals
Gary L. Perecko, COO, Frankford Hospitals
Albert P. Tomchaney, MD, CMO, Frankford Hospitals

Maria Cerceo Slade, Director, Marketing, Public Relations & Communications, Editor, Frankford Pulse
Kelly Grimaldi, Marketing & Public Relations Assistant, Editorial Assistant, Frankford Pulse

Article and photo ideas, contact: mcerceo@fhcs.org or 215-612-4952 or FAX 215-612-5001

Marketing, Public Relations & Communications Department
Frankford Hospital – Torresdale
Mansion House, 2nd Floor, Knights & Red Lion Roads,
Philadelphia, PA 19114

www.FrankfordHospitals.org/pulse

Frankford Hospitals
Jefferson Health System®