

MOVING Forward

A newsletter for the staff, physicians, and volunteers of St. Mary's Medical Center

ST. MARY'S INTRODUCES ITS RAPID RESPONSE TEAM

In conjunction with the Institute for Healthcare Improvement's "100,000 Lives" campaign, St. Mary's and the ICU Collaborative have created a Rapid Response Team (RRT) to help improve patient outcomes by evaluating patients for signs of clinical instability and assisting with transfers to a higher level of care, if necessary. The RRT, comprised of the ICU Resident, ICU Charge Nurse, and ICU Respiratory Therapist, will arrive within five minutes of a "51" call.

St. Mary's will pilot its RRT, on 8 West from May 15 to June 15, 24 hours a day, seven days a week. After June 15, the RRT will respond to all inpatient units. For more information about RRT, please contact Carmen Frye, ICU Manager at ext. 3271.

RRT Program Goals:

- Improve patient outcomes and reduce Code Blue calls through early intervention
- Avoid ICU admission, or when necessary, make a smoother transition
- Provide additional support and education for floor staff
- Increase collegiality between patient departments

When to Call RRT:

- Acute change in vital signs
- Acute drop in blood oxygen level
- Decreased urine output
- Altered mental function
- Any staff member concern about the patient's health

QUICKCARE UPDATE

There is a lot of good news to share about St. Mary's Emergency Department's (ED) QuickCare program. In addition to consistently meeting the goal of seeing patients within 30 minutes of their arrival, the number of patients being treated is increasing.

The QuickCare program was designed to increase patient satisfaction and ED volume by providing faster care for patients with non-life threatening illnesses and injuries. Since launching the ad campaign in 2003, St. Mary's has experienced a 25 percent increase in emergency room visits. The campaign was originally designed to increase emergency department volume by 10 to 15 percent within six months of its inception. The actual numbers have far exceeded the hospital's objectives. The launch of this unique program has been bolstered by a citywide advertising campaign that includes advertisements in newspapers and on buses and bus shelters, as well as mailers to many of our neighbors. The campaign has also been written about in local and trade publications and the QuickCare program has been replicated in one of St. Mary's sister hospitals, San Gabriel Valley Medical Center in Southern California.

Please continue to help us spread the word about St. Mary's commitment to ensuring that patients are seen within 30 minutes of their arrival in the Emergency Department. "Our continued goal with the QuickCare program is to reduce waiting times, improve quality of care, and increase patient satisfaction," said Ken Steele, president of St. Mary's.

PRESIDENT'S MESSAGE

There is a statistic in business that states: When a customer has a good experience, she shares it with eight people. When she has a negative one, she shares it with more than 20.

This is another reason why making a positive impression on our patients, through all aspects of their experience at St. Mary's, is so important to our success.

From the friendly voice on the phone that answers their questions, to the helpful greeter who gives them directions, to the understanding nurse or doctor who treats them, we always want to give our patients the best service possible.

As part of St. Mary's mission to improve our outpatient customer service, we have developed a comprehensive, eight-hour, customer service training program for all patient-facing employees—beginning with the Outpatient Services Departments. The first training will take place on May 15 and will cover topics such as: telephone etiquette, greeting patients and visitors, assisting during care and treatment, and practicing diplomacy and patience when handling difficult patients.

I look forward to sharing more details about the training in next month's Moving Forward. Until then, thank you for your part in creating a positive health care experience for all of our patients.

— Ken Steele

DEPARTMENT PROFILE



Department name: Center for Outpatient Therapy, Ben Berman Outpatient Rehabilitation Center, Comprehensive Lymphedema Program

Manager's name: Dan Freitas

Vice President: Debbie Gee

Mission of department: To restore patients to their highest level of function.

Founded: Mid 1980's

Milestones: Consolidated 3 clinics (Spine, Orthopedic and Sports; Comprehensive Lymphedema Program; and The Ben Berman Outpatient Rehabilitation Center) in one site on 3 West

Employees: Twelve PTs (including two lymphedema specialists), two occupational therapists, one speech therapist, one PT assistant, one aide, and two administrative staff members

Events: SMMC community events, such as Cherry Blossom Festival, health and wellness fairs.

Telephone: (415) 750-5900, (415) 750-4978, (415) 750-8151

Hours of operation: 7:30 a.m. to 7 p.m.

BIG PICTURE

Business strength: Outstanding and dedicated therapists, excellent patient satisfaction ratings, exempt from Medicare cap for outpatient physical therapy

Business weakness: Lacking a consistent marketing strategy

Biggest worry: Managing productivity

OFFICE ISSUES:

Recent challenge: Raising the visibility of outpatient services in a hospital setting

Missed opportunity: Losing connection with USF athletics

Misconception: Some SMMC employees were not aware outpatient therapy was available onsite

INTROSPECTIONS:

Key goals yet to achieve: Increase growth of outpatient therapy by 5 percent

First move with capital windfall: Purchase vestibular rehabilitation and balance training equipment

Five year plan: Expand specialty services such as vestibular rehabilitation, hand therapy, sports therapy and the lymphedema program

DISASTER DRILL UPDATE

On Wednesday, April 19, St. Mary's joined the City and County of San Francisco in testing our earthquake readiness with a 6.5 Richter scale reading. The estimated impact of such a quake is huge: 10,000 buildings destroyed, 3,000 injured, and 560 requiring hospitalization in the still-standing hospitals in San Francisco. Also included in the scenario were bridge closures limiting employee access to work and home.

The practice drill spanned four hours under the direction of Meghan KIELTY, CNE, as Incident Commander of the SMMC Command Center. All managers on site participated in the Hospital Emergency Incident Command System (HEICS Organization) response; 96 physician and staff reported to the labor pool set up in the cafeteria, as they would be in the real event. The drill was facilitated by Debi Simon and monitored by Susan Deringer.

At a debriefing immediately following the drill (called a "hot wash" in disaster speak), the SMMC Team shared opportunities for improvement including:

- Better internal communication and clearly established disaster locations
- Better communication with San Francisco County, including the creation of consistent status forms
- Reliable Internet capability in Command Center and access to all red backup phone line numbers
- Clear division of tasks and responsibilities for staff and MDs regarding overhead Code Triage page

The Emergency Management Committee is addressing these issues and reporting to SMMC Leadership at Management and Quality Council meetings.

ST. MARY'S CELEBRATES ITS VOLUNTEERS



St. Mary's held its Annual Volunteer Recognition Luncheon at the Olympic Club on May 4. More than 125 volunteers attended the festivities. In 2005, more than 330 volunteers gave 45,000 hours of service to 47 departments—a 17 percent increase over 2005. This gift of time is equivalent to 24 full-time employees and is valued at more than \$850,000.

"We can't accurately measure the impact of a kind word or a helping hand," said Tae Abate. "Volunteers have shown unparalleled generosity and have left their mark of care and compassion on numerous lives."

In addition to receiving a beautiful keepsake box, volunteers enjoyed a delicious lunch and inspiring words from SMMC President, Ken Steele; Vice President of Mission Services, Brother George Cherrie; and, Tae Abate, Manager of Volunteer Services.



Tae Abate with Ann Moore, who has donated more than 14,000 hours of service since 1989.

THANK YOU TO CHERRY BLOSSOM VOLUNTEERS!



St. Mary's Medical Center was proud to support this year's Cherry Blossom Festival on April 15 and 22. St. Mary's staff provided health screenings, including bone density, cholesterol, diabetes, and blood pressure checks, and fielded questions at an "Ask the Doctor" booth. Thank you to the staff, family, and physicians who volunteered their time for this classic community event, despite the inclement weather. As one volunteer, Aphrodite Albis, R.N., said, "It doesn't matter that it's raining...as long as we are here together!" Thanks also to event organizers Sr. Mary Kilgariff, Debbie Gee, Helena Lim, Dan Christy, Bobby Thompson, Donna Lee, and Brother George Cherrie.



All volunteers are invited to a recognition party in the Board Room on Tuesday, May 23 from 2:30 p.m. to 4 p.m.

EARTH DAY HIGHLIGHTS

St. Mary's Medical Center celebrated Earth Day with a number of special activities on April 20. The day kicked off with a blessing by the Rev. Sally Bingham from the Regeneration Project and an Earth Day fair in the cafeteria, where employees had the opportunity to learn more about eco-sustainability, and enjoy delicious treats donated by Trader Joe's and Cliff Bar.



From L to R: Heather Hu, Lauren Van Ham, Rev. Sally Bingham, Gary Smith and Debi Simon.

A special congratulation to the top four departments, selected for their great eco performance in the Mixed Recycling program. The following recipients received an Earth Day "Celebration-in-a-Bag" filled with donated goodies from Trader Joe's, Outpatient Physical Therapy Services, 5 West, ICU, and the SMMC Foundation.

Also celebrating its third year of operation was St. Mary's "Drop and Shop." The Drop and Shop is a great place to bring supplies that you no longer need, but might be useful to another staff member. The shop is one of the efforts spearheaded by the new Environmental Action Committee at SMMC. The committee's goal is to raise awareness about how our actions at work impact the environment.

Located in the main hospital in Room 632, Drop and Shop is open on Wednesdays from 10 a.m. to 11 a.m. for both drop-off and shopping. If you would like more information or if you are interested in donating supplies, please contact Debi Simon at ext. 4847.

The Environmental Action Committee thanks all of you for helping to make the Fourth Annual Earth Day Event celebrative and successful!

ST. MARY'S FOUNDATION SPRING GALA

The 4th Annual Gala event "BeDazzled!" will be held at the new St. Regis Hotel in San Francisco on Saturday, May 20, 2006, from 6:30 p.m. to 10 p.m. The event includes dinner, dancing, and entertainment. This year, the Foundation is honoring Dr. Gar Wynne and the St. Mary's Auxiliary for their dedication, vision, and remarkable contributions to St. Mary's Medical Center. A highlight will be a drawing for a 1.25-carat diamond! One authentic diamond and 199 cubic zirconia will be placed in Crown Royal cosmos. The cosmos will be sold at \$75 for one and \$100 for a pair. One lucky person will go home with a genuine gem! For more information or to purchase tickets, please call the St. Mary's Medical Center Foundation at ext. 5790.

FOCUS ON CUSTOMER SERVICE STANDARDS

Customer Satisfaction is Our Business

Eighteenth Century Italian economist Vilfredo Pareto observed that 80 percent of his country's wealth was owned by 20 percent of the people. Over time, this concept became known as the "80/20 Rule." Pareto also theorized that human beings are motivated more by emotion than by reason.

Both of Pareto's "rules" can easily be applied to customer service. They serve as a daily reminder for us to focus 80 percent of our time and effort on the 20 percent that matters most—satisfying the needs of our customers.

Here are four ways you can practice the 80/20 rule:

- 1. Make Customer Satisfaction Your Top Priority** - Go out of your way to create satisfied customers. They help build business by becoming a reservoir of repeat buyers, and by referring family, friends, and business contacts.
- 2. Deliver on Your Promises** - If you make a promise, keep it. Nothing alienates customers faster than getting less than they expected. They won't do business with you again, and will likely share their negative experience with others.
- 3. Exceed Expectations** - When possible, find ways to exceed your customers' expectations and surprise them with unexpected value. This will help win their long-term loyalty.
- 4. Remember: The Customer is Always Right** - Handle customer complaints in a friendly and direct manner. Listen to the customer, acknowledge the problem, and take action to remedy it. This often results in repeat business and referrals.

EMPLOYEE COUNCIL NEWS

Annual Picnic at Great America – This year's employee picnic will be held at Great America in Santa Clara on August 12. Tickets are just \$20 and include admission to the theme park, an all-you-can-eat lunch, and free admission to the park on any other day during the season. Regular admission to Great America is \$49.99, so this is an amazing opportunity to attend a top Bay Area attraction at a special rate. You can purchase tickets beginning in June from Administration, the Cashier, or any member of the Employee Council. For more details about the Employee Picnic, check the Employee Council bulletin board outside the cafeteria.

Spring Book and Bake Sale Update – Thanks to everyone for making the April 12 book and bake sale a success. Money from the sale of baked goods, books, CDs, and videos went to the Employee Giving Fund, a collection that assists employees in sudden crisis and financial need. Your contributions are greatly appreciated.

Monthly Book Sale – The Employee Council has a monthly book sale in Room 600 on the 4th Wednesday of every month.

New Scholarship Available – St. Mary's recently received a generous contribution to the Betty Gamboa Fund. The Scholarship subcommittee will be accepting LVN applicants for an RN program this September. Applications must be submitted by July 20. Applications are available through Judy Beltrano, Marie Young, or Dianne Enriquez.

NATIONAL EMERGENCY MEDICAL SERVICES WEEK, MAY 14 - 20

To honor the emergency medical personnel who serve the hospital, St. Mary's is celebrating the 33rd Annual National EMS Week: "EMS: Serving on Health Care's Front Line."

The annual recognition honors the dedication of those who provide the day-to-day lifesaving services of the medical front line, including the EMS personnel who serve the St. Mary's Emergency Room. It also raises public awareness about health and safety issues, including how to prevent injuries and what to do in a medical emergency.

"At St. Mary's we honor the EMS personnel every day of the year," said Lynda Moyer, manager of Emergency Services at St. Mary's. "We know how demanding their jobs can be, so we provide food and a dedicated, continuously open location where they can rest. This is one way we can show our appreciation for all they do for our patients."

ASIAN PACIFIC HERITAGE MONTH

St. Mary's is proud to celebrate the contributions of its Asian Pacific Islander staff members. Every Thursday during the month of May, look for special menus highlighting Asian Pacific cuisine at our own "Cafe St. Mary's." On Thursday May 25, St. Mary's will hold activities celebrating various Asian cultures around the world and the invaluable contributions of our own Asian Pacific Islander staff members. St. Mary's is a stronger more dynamic medical center because of the many contributions of different people from different cultures.

HEARTFELT THANKS

The Heartfelt Thanks program is a way for St. Mary's patients to recognize staff members who give more than what is asked of them. These individuals recently achieved pin status:

Level I (3 points) - Emerald Pin
Brian Zielinski, 8 West

Level II (6 points) - Amethyst Pin
Bethsaida Ruiz, Psychiatric Acute
James Kelly, Surgery and Recovery

CALENDAR OF EVENTS

May

- 4 Volunteer Recognition Luncheon
- 10 Nurses Day Celebration
- 20 Foundation Spring Gala
- 25 Asian Pacific Heritage Month Celebration

June

- 12 DOC Survey Begins
- 16 Mass for Deceased Physicians

HEALTH OBSERVANCES

May 1-31

- Asian Pacific Heritage Month
- National Physical Fitness and Sports Medicine Month
- Critical Care Awareness and Recognition Month
- Better Speech and Hearing Month
- Health Vision Month
- Mental Health Awareness Month
- National High Blood Pressure Awareness Month
- Oncology Nurse's Month

May 6 - 12

- National Nurses Week

May 7 - 13

- National Hospital Week

May 14-20

- Emergency Medical Services Week

May 21 - 27

- Medical Transcriptionist Week