

1-2011

## Prescribed Reading: January 2011

CentraCare Clinic

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# Prescribed Reading

Jan. 14, 2011

A CentraCare Clinic employee newsletter

## Health Care Matters: 2011 ~ Renewed focus on customer service: Leading with care



by Allen Horn, MD, Clinic President

Welcome to 2011! In this new year, we are connected by our shared commitment to our customers. These customers include 1) **our patients** who trust us with their health care needs, 2) **our co-workers** who collaborate with us to serve these patients, and 3) **our referring providers** who so highly respect the health care we offer that they refer their own patients with special needs to our specialists/services. Despite the looming health care challenges of our times, I hope you remain as optimistic as I am about the wonderful opportunities ahead.

As you know, CentraCare Clinic recently began a renewed focus on customer service with our “**Leading**

**with Care**” campaign. I personally enjoyed seeing all of your faces and hearing excellent feedback from the 13 rollout sessions. Together, we are renewing our commitment to the tenets in the Service Excellence Standards booklet. We have an exciting year ahead as we work together to be the leader in Minnesota for quality, safety, service and value. As we express the importance of being patient-centered, having integrity, working in collaboration, showing compassion and being good stewards of resources, we continue to share the genuine satisfaction that comes from providing excellent service and the highest quality of care to those we serve. I’m proud to be part of CentraCare Clinic, and I’m looking forward to a great year ahead of us, as we all learn to increase the ways we “**lead with care.**”

## With awareness comes responsibility



By Lisa Drong, Customer Service coordinator

Theodore Roosevelt said, “People don’t care how much you know until they know how much you care.” His great words highlight the importance of making our “caring” **visible** to our patients and customers.

Simple changes in behavior, such as making eye contact, using positive body language and choosing well-planned, respectful words can be an effective way to make caring visible. A genuine smile shows we care, too.

Would you purchase a new appliance from a negative, distracted sales person who acted as if the details of the store warranty were irrelevant? Probably not. It’s difficult to feel a connection to someone who doesn’t seem to value our feelings and it’s hard to trust someone who does not look us in the eye. These simple actions definitely convey a level of caring while building trust at the same time.

Through every interaction, we want to reinforce our customer’s decision to choose CentraCare Clinic. Our **patients** have chosen us for the most personal thing in the world — their health care. Our internal customers, our **co-workers**, trust they have chosen an excellent place to work. And lastly, our **referring providers** trust us to help manage the unique needs of their patients.

As we increase our awareness of the importance of making our caring visible, we become more responsible to **take** these simple **actions**. When we know what our customers want, and we work to collectively exceed their expectations, we have an exciting opportunity and responsibility to raise our standards of excellence and “**lead with care**” every day.

## Current Patient Satisfaction Scorecard

CentraCare Clinic	Mean Score	Rank	FY 2011 goal
From 7/1/10 to 1/5/11	90.6	49	90.7

Top 5 Departments	Mean Score	Rank
Sleep Center	95.4	97
Radiation Oncology	94	46
Cardiovascular Surgery	93.4	76
Rheumatology	93.1	84
Nephrology	92.6	74

## Have an idea to improve our services to customers?

If so, enter the “Caring Idea” contest **by Jan. 21** to qualify for prizes! For details, or to learn what CentraCare Clinic is doing to be the leader in service in Minnesota, contact Lisa Drong at 534-3092 or [drongl@centracare.com](mailto:drongl@centracare.com).

# CENTRA CARE Clinic

## Kudos to . . .

- The **Pediatric** and **Long Prairie** clinics received health care home certification.
- **River Campus – Health Information Management** received the highest participation award for the United Way campaign.
- The **Long Prairie FUN club** donated 32 homemade bears to the hospital's Read to Me program. Each baby born in Long Prairie receives a bear, book and other items.
- **Sue Malone**, Women & Children, raised \$223 for the Reach Out and Read program.
- **Yesenia Mejia**, Business Center, passed her Certified Professional Coder exam.
- **Dahlia Elkadi, MD; Girum Lemma, MD; and Hilary Ufearo, MD;** passed their Oncology and Hematology board certification; and **Robin Marushin, MD,** passed her OB/GYN board certification.

## Stay healthy while exercising

Sports Medicine Specialist **George Morris, MD,** St. Joseph, will provide tips on how to stay injury-free and share simple home remedies for minor aches and pains at a Women's Ski Clinic at Powder Ridge in Kimball from 6-9 p.m. Jan. 19. For more information or to register, call Powder Ridge at (320) 398-7200.

## Expanding access for allergy sufferers

Allergy and Asthma Specialist **Stephen Leslie, MD,** Women & Children, will see adult and pediatric patients on a monthly basis in Melrose beginning Jan. 25.

## Keep address up to date

Every 90 days, the U.S. Postal Service (USPS) requires Human Resources to verify and change employee addresses to the listing on file with the USPS. Employees who complete a change of address form in Human Resources also must update their address with the USPS. For more information, contact Human Resources.

## Benefit changes and reminders

- **Letters of medical necessity** are needed for new and ongoing over-the-counter (OTC) vitamins, supplements and massage therapy. A doctor's prescription must include the medical condition, prescribed treatment and treatment duration. A doctor's prescription also is needed for all OTC medications or drugs except insulin.
- The last 2010 **dependent care expense** deduction was in the Dec. 31 check. Dependent care balances will be paid Jan. 14 on claims submitted by Jan. 5, 2011.
- The **annual PTO payout** is scheduled for February 2011. Eligible employees with 1-4 years of service can trade up to 40 PTO hours for cash if they used 40 PTO hours between Dec. 27, 2009 and Dec. 25, 2010. Eligible employees with 5+ years of service can trade up to 80 PTO hours for cash if they used 80 PTO hours between Dec. 27, 2009 and Dec. 25, 2010. Letters will be sent to eligible employees by mid-January.

## Welcome to our new physicians



**John Oyakhire, MBBS,** River Campus, is a board-certified hospitalist who received his medical degree from the University of Ibadan College of Medicine in Nigeria. He completed an internal medicine residency at the Medical College of Georgia in Augusta, Ga.



**Sindhu Devani, MD,** Health Plaza, is a board-certified endocrinologist who received her medical degree from Grant Medical School in Bombay, India. She completed her internal medicine residency at Westchester New York Medical College in New Rochelle, N.Y. and her endocrinology and metabolism fellowship at State University of New York in Buffalo.

## Welcome to these new employees

**Richelle Carriger,** Business Office  
**Cyrena De Ramos,** Managed Care, Business Office  
**Angelina Karnes,** Pre-visit planning, Heartland  
**Cathy Largent,** Managed Care, Business Office  
**Amy Lindgren,** Medical Assistant, Plaza-Family Med.  
**Sarah Maack,** Nursing, Women & Children  
**Jason Ophoven,** Nursing Supervisor, Plaza-Family Med.  
**Kristin Ross,** Nursing, Becker  
**Anne Sundby,** Health Care Home, River Campus

## Recognition for years of service

**30 years:** **David Furda, MD,** Plaza – Internal Medicine  
**25 years:** **Linda Reberg,** Managed Care  
**10 years:** **Jennifer Eder,** Plaza – Family Medicine;  
**Krista Kuklok,** Becker; **Daniel Tiede, MD,** Central Minnesota Heart Center  
**5 years:** **Pamela Hambleton,** Dermatology; **Heather Neuman, MD,** Plaza – Family Medicine; and **Jodi Kummer, Deanna Thell,** and **Terrie Wagner,** River Campus

## Payroll tax cut to boost take-home pay

Millions of workers will see their 2011 take-home pay increase with the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010. This act reduces employees' Social Security tax withholding rate from 6.2 to 4.2 percent of wages, but will not affect employees' future Social Security benefits. However, the Making Work Pay Credit ending Dec. 31, 2010 may result in a slight increase in withholding for some taxpayers.

Payroll will handle the withholding changes, so employees shouldn't need to take additional action. The IRS reminds workers to review their withholding every year and complete a new W-4 for Payroll as needed.

**Editor's Note:** Two employee of the quarter nominees' names were spelled incorrectly in the December newsletter. My apologies to: **Janet Scholtes-Toenjes** and **Judy Popp.**