

10-2011

Prescribed Reading: October 2011

CentraCare Clinic

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Prescribed Reading

Oct. 21, 2011

A CentraCare Clinic employee newsletter

Health Care Matters: Good times



by Allen Horn, MD, Clinic President

Everywhere I've gone in the past few weeks, it seems like people want to talk about the beautiful weather we have been enjoying. Sunshine, crisp mornings and evenings, autumn leaves on full display — good times! No one wants fall to end — many would like it to just stay this way. But, unfortunately, we know it won't. Winter is just around the corner.

For many Americans, our health care world is a lot like Minnesota weather this year. We've enjoyed a long stretch where access to care was good, the health care itself appeared to be the best in the world and insurance and other payers covered most if not all of the bill. This also seemed to be good times for much of the nation! But, then the financial crisis erupted, the housing bubble burst and the recession began. And now we've

entered another season — change is coming with health care reform, the new economic environment, rising federal debt, state budget deficits, changing demographics and no money to pay the future bills of Medicare and Social Security.

Although there is much uncertainty at many levels, we can accept this season as an opportunity to focus on learning how to do more with less — more quality, safety and service at lower cost. We cannot control what goes on in St. Paul, Washington or Wall Street, but we can control our response to uncertainty by focusing on our vision and the things we can control: the cost of care, care coordination, the quality of care, patient safety and the patient experience. Rather than reacting as victims, we can accept these challenges as an opportunity to work together to provide the highest quality of care at the lowest possible cost. We can choose “good times” as, together, we create real value for CentraCare and for our patients.

The role of serving our patients

by Lisa Drong, Customer Service coordinator

At the core of all we do, we share one important role. Everything we do, and the reason we do it to the best of our abilities each day, is to serve our patients.



Recently while walking by the Emergency Trauma Center, I encountered a family looking for the Neurology Department at River Campus. With eye contact and a friendly smile, I offered to help by escorting them to the clinic. As we walked together, I had no idea what brought them to our large medical campus. They weren't being seen for a routine physical, so it was easy to imagine they might have a high anxiety level. I shared with them that I understood how getting lost could add additional stress to their day, and I was happy to help. I also took a moment to explain the most convenient areas for parking if they have future visits. Although brief, this patient encounter reminded me of the power you and I hold:

- We can make people feel welcome and important;
- We can add a personal touch to the care we provide and the service we give;
- We can reduce someone's anxiety;
- We can make our colleagues' lives easier — for their sake and for the sake of our patients; and
- We can be a fountain of information and support.

Patient Satisfaction Scorecard

	Mean Score	Percentile Rank	FY 2012 goal
CentraCare Clinic	90.5	54%	90.49

Data based on 2,970 surveys received from 7/1/11 to 10/10/11.

I can't guarantee any particular medical outcome for the family I met. But I do know I had a role in their experience at CentraCare Clinic. I'm pleased knowing I played a part in reducing a family's anxiety, making them feel welcome, providing them personal service and information and making their morning easier. I'm confident they arrived for their appointment knowing we care about them and trusting any further care we may provide.

Caught in the act of caring!

Congratulations to the following people who have been “Caught in the Act of Caring.” These individuals were recognized by their peers for demonstrating our clinic values: **Jay Ophoven, Amber Olson, Kim Pierzak, Colleen Krassas, Joanna Mauch and Jenny Skaj.**

CENTRA CARE Clinic

Welcome to our new providers



Tracey Dearing-Jude, CNP, Oncology, received her nursing degree from the College of St. Benedict and her master's degree and nurse practitioner certification at Minnesota State University – Mankato.



Cassandra Vajda, CPNP, Pediatrics, Women & Children, received her master's degree and pediatric nurse practitioner certification from the College of St. Catherine's University in St. Paul.

Welcome to these new employees

Rhonda Danielson, Imaging, Heartland

Jessica Turner, Clinic Services, Plaza - Dermatology

Gayle Young, Nursing, Plaza - Endocrine

Recognition for years of service

25 years: **Mark Murphy**, River Campus

15 years: **Gina Stimack**, Medical Information; **Jolene Winter**, Business Center.

10 years: **Wendy Jehoich & Kathy Stearns**, Business Center; **Kari Combs**, Heartland; **Marsha Pietrzak**, River Campus; **Joyce Einyck & Florence Sheesley**, St. Joseph; **Wendy Held & Joy Sparland**, Women & Children; **Elizabeth Riesgraf, MD**, Plaza - Family Medicine.

5 years: **Kelly Orbeck & Michelle Whaley**, Women & Children; **Donna Slettom**, River Campus; **Catherine Schellinger**, Heartland; **Jeremey Stockinger**, Bus. Center.

'Get in the game' and win an Ipad!

Our United Way campaign, "Get in the Game," continues through Nov 4. Turn in your pledge card with a minimum \$26 donation by Oct. 25 and you'll be eligible to win an Ipad, Kindle or \$50 Coborn's gift card.

- Look for GAMES numbers Fridays of the campaign.
- Purchase a "Tailgating for a Cause" cookbook and "Touchdown Ticket" raffle tickets from your United Way department representative.
- The clinic's basket raffle items can be viewed on CentraNet. Basket raffle tickets can be purchased from any United Way department representative.

For more details and site-specific activities, see your United Way department representative.

Medicare reimburses for care coordination

CentraCare Clinic now receives reimbursement for care coordination services provided to Medicare beneficiaries. Minnesota was one of eight states selected to participate in this demonstration project which adds Medicare as a payer for certified health care homes.

As of Oct. 17, 592 CentraCare Clinic patients have been enrolled in a health care home. The goal for FY2011-12 is 1,800 patients.

Physician of Excellence honored



Congratulations to **Merryn Jolkovsky, MD**, Palliative Care, who was honored with the St. Cloud Hospital Physician of Excellence award. Her nominees stated she is extremely compassionate and sensitive to all patients and staff, including the patient's primary physician. She is effective in making sure patients and family members know they are heard and conveys a genuine interest in learning how a patient's condition affects the caregivers too.

Heart center changes its name

The Central Minnesota Heart Center changed its name to CentraCare Heart & Vascular Center. By using CentraCare, we capitalize on the strong name recognition we have built throughout our region. Adding the word vascular emphasizes the full range of vascular services provided by the heart center.

Get the flu shot for those you love

All CentraCare Clinic employees are encouraged to get the annual flu shot. As of Oct. 17, 49 percent of CentraCare Clinic employees were vaccinated and 64 percent completed the online registration form. Check with your supervisor for information about how you can receive your free flu shot at your site.

Moving on.....



Yassir Sonbol, MD, cardiologist with CentraCare Heart & Vascular Center in Willmar has resigned effective Nov. 11. His colleagues will provide care to the Willmar area until a new cardiologist is recruited.



Kelsey Henningson-Kay, PA-C, Sauk Centre, is resigning Dec. 1. The clinic is recruiting for this position.

October is National Health Literacy Month

Enter the health literacy contest by sharing your ideas for improvement related to:

- How can we better identify patients with limited health literacy and improve communication with all patients during admission or when providing patient care?
- How can we better communicate each unique patient's health literacy needs to the care team?
- What strategies and tools can we use with patients to improve communication and understanding?

Please submit your ideas by Nov. 10 to: Rosemond Owens, owensr@centracare.com or Chelsie Bakken, bakkenc@centracare.com.

All submissions will be reviewed and the top three will be selected for implementation. The first place winner will receive an e-book reader; second place, digital camera; and third place, iPod docking station.