

# SSM Earns State Quality Awards In Missouri, Oklahoma and Illinois



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# Network

November/December 2005

Sharing Ideas to Advance Our Common Mission • [www.ssmhc.com](http://www.ssmhc.com)

## SSM Earns State Quality Awards In Missouri, Oklahoma and Illinois

**H**ard work and dedication paid off for SSM entities in Missouri, Oklahoma and Illinois as they were honored with 2005 state quality awards for their pursuit of excellence.

In Missouri, the awardees were the SSM Information Center — which won for the second time in three years — and the three campuses of SSM St. Joseph Health Center in St. Charles, SSM St. Joseph Hospital West at Lake Saint Louis and SSM St. Joseph Medical Park in St. Peters, which applied as a group. The Blood Conservation Team, SSM Health Care-St. Louis, was presented with the state's team quality award. Each received their awards Nov. 17 in a ceremony at Lake of the Ozarks.

Healthfirst Physician Management Services in Oklahoma City earned the Oklahoma Quality Award at the achievement level. The award was presented Dec. 7 at the governor's mansion in Oklahoma City.

And St. Francis Hospital & Health Center in Blue Island, Ill., was named winner of the Lincoln Silver Award for Progress Towards Excellence. Colleen Kannaday, St. Francis president, thanked the hospital's award team and everyone at the hospital whose "daily efforts in our constant pursuit of excellence" contributed to the honor. The awards ceremony, by the Lincoln Foundation for Performance Excellence, was set for Dec. 8.

"Continuous quality improvement has been an integral part of our culture at St. Francis Hospital for more than 15 years," Kannaday said. "It's wonderful to be formally recognized for our ongoing efforts in this regard."

All the awards result from a nearly yearlong process: applications are submitted and reviewed; selected sites are visited by examiners who offer feedback on building processes that achieve results.

The Oklahoma Quality Awards recognize "performance excellence."

"Being honored with this award means that we have taken another step in our journey to be the best physician practice management company that we can be," said Chris Howard, regional president of SSM Health Care of Oklahoma and Healthfirst's former executive vice president.

"It is an acknowledgement that we have enacted processes to improve quality throughout our organization and that these processes have in fact had a measurable impact on the quality of our product," Howard said.

Tom Langston, president and chief information officer for the Information Center, said he was very proud to be a two-time recipient of the award given by the Excellence in Missouri Foundation. The Information Center previously picked up a quality award in 2002.

"We are especially pleased with the improvements in our scores in each of the seven categories, compared to our last feedback report," Langston said. "This award

*Continued on Page 8*

## Besides Care and Jobs, We Provide A Sense of Community

**W**ith 21 hospitals and three long-term care facilities in four states, SSM Health Care can be found in small towns, large cities, rural communities and downtown neighborhoods.

Wherever we're located, each facility is a vital thread tightly woven into the community fabric — for more than a century for several of our hospitals.

We touch our communities in many ways through our health care services, or wellness classes. We are often major employers but also active members of local chambers of commerce. We share special relationships with thousands of community volunteers.

A deep connection exists between us and our communities that extends beyond providing quality health care.

**See pages 6-7 for the complete story.**

Among those presenting at Showcase for Sharing 2005 were (clockwise) Cheryl McConnell, human resources director, Bone & Joint Hospital in Oklahoma City; Diana Calderon, emergency department clinical manager, SSM St. Joseph Hospital of Kirkwood; Shane Campbell, branch manager, SSM Home Care in St. Louis; and Dr. Gary Albers, pediatric pulmonologist, SSM Cardinal Glennon Children's Hospital in St. Louis.

## Show and Share

**A**bout 25 best practices in SSM Health Care were showcased in November.

Presenters talked about a project to share information between clinics and hospitals to cut down on patient waiting times; a model of shared accountability so staff have a hand in decision-making; and an educational protocol to help young asthma patients and their parents be informed and ready to act at home.

**Read more about our best practices on Page 3.**



## SSM Health Care Network

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SSM Health Care provides equal employment opportunities, without regard to race, color, religion, sex, age, national origin, veteran status, or disability to all qualified applicants and executives.

### Mission Statement

Through our exceptional health care services, we reveal the healing presence of God.

### Core Values




In accordance with the philosophy of the Franciscan Sisters of Mary, we value the sacredness and dignity of each person. Therefore, we find these five values consistent with both our heritage and ministerial priorities.

- Compassion
- Respect
- Excellence
- Stewardship
- Community

*Developed by SSMHC employees systemwide in 1999.*

### SSM Health Care


#### Exceptional Health Care Services

-  Exceptional Clinical Outcomes
-  Exceptional Patient, Employee and Physician Satisfaction
-  Exceptional Financial Performance

*Look for symbols on Network stories to link actions with our focus areas.*

*SSM Health Care is sponsored by the Franciscan Sisters of Mary.*

*Look for SSM Network Online at [www.ssmhc.com](http://www.ssmhc.com) and the SSMHC intranet.*

 *Network* is printed on recycled paper that is recyclable. A web printing press is used, making four-color economical.

### Cover Faces

In this issue, we're celebrating the faces of people who accepted honors on behalf of their entities at the recent Missouri Quality Awards ceremony: Tom Langston, president and chief information officer, SSM Information Center; Jane Anders, contract manager for surgical services, SSM Corporate Support Services; and Paul Convery, formerly interim president of SSM St. Joseph Health Center. The photos were taken by Dr. William Boyce.

## Reflecting on Thanksgiving

By Sr. Mary Jean Ryan, FSM

It's hard to believe we're already at the close of 2005. By the time you receive this issue of *Network*, the Thanksgiving linens will have been put away, the turkey feast will be reduced to leftovers, and thoughts will be turned toward colorful twinkling lights and snow.

But I'd like to stop for a moment and reflect on Thanksgiving.

The great orator William Jennings Bryan once said, "On Thanksgiving Day we acknowledge our dependence." Seems a little incomplete, doesn't it? Dependence upon whom?

That's exactly what I like about that quotation: we have to answer our own question. Upon whom am I dependent?

Simply flip through this issue of *Network* and you will find a few of my answers. Take, for example, Natasha Westrich Wood, the art therapist from SSM Cardinal Glennon Children's Hospital. She's one. Look also to Sandy Paisley from admitting at St. Anthony Hospital. She's another. The dozens of Showcase for Sharing participants? Yes, them too.

SSM Health Care is an amazing system. Our cover story announcing our state quality awards is compelling evidence of this. In fact, before this year is over, our system will have accepted five state quality awards. Last year we received seven.

Without hesitation, I can tell you that this organization is dependent upon the dedication and invaluable contributions of thousands of individuals beyond the pages of *Network*.

Consider the nurse who checks in on her patients "just one more time" before she leaves – even though her shift is over. The pastoral care worker who brings comfort and hope to a family in crisis. The volunteer coordinator who painstakingly finds just the right work for each person giving freely of their time and talent. The technician who comes to the rescue when a malfunctioning computer seems to stubbornly take on a life of its own. The obstetrics nurse who rejoices with families when little ones enter the world – and grieves with them when life has other plans. The controller, housekeeper, scheduler, communicator, transporter, case manager. These are just a few of the people on the long list of vital individuals for whom we are dependent in living out our mission of delivering exceptional patient care.

So I would like to take the opportunity that this Thanksgiving holiday provides to extend a humble and heartfelt "thank you" to each and every employee of SSM Health Care for all that you do for our patients and their families – every day, all year long. Thank you for your tireless efforts and commitment to excellence. We simply wouldn't be here without you.

May the blessings of the season be with you and your families.



Sr. Mary Jean Ryan, FSM  
President/CEO

## Ironworker Creates Tribute to Founding Sisters

By Mike Harrison

B LUE ISLAND, Ill. — Like the Franciscan Sisters of Mary who founded St. Francis Hospital & Health Center 100 years ago, John Dougherty has built something lasting.

Dougherty, owner of Southwestern Ironworks, hand-crafted a steel basket fashioned after the one used by FSM foundress Mother Mary Odilia Berger, who walked the streets with a bell, lantern and basket as she distributed food, medicine and other supplies to ailing patients in St. Louis in the early 1870s. The anniversary of the sisters' arrival by ferryboat on November 16, 1872 was marked recently by ceremonies throughout SSM Health Care.

As a tribute to Mother Odilia and the founding sisters during St. Francis Hospital's centennial, the metal basket is now a permanent fixture in the hospital's main entryway.

"The basket is dedicated to all FSMs who have served St. Francis Hospital since we opened our doors in 1905," said Colleen Kannaday, hospital president. "It stands as a permanent symbol of our hospital's mission and commitment to care for all."

Dougherty used a black-and-white photograph of the original basket carried by Mother Odilia to make the metal basket, which weighs 35 pounds. The basket has a silver finish and measures about 28 inches long and 31 inches high including the handles. It took two weeks to complete.

At 59, Dougherty has more than 30 years of experience in metalworking, welding, glass etching and woodworking. But he had never made a basket. Hospital officials are glad he did.

"I take pride in the projects I do," Dougherty said. "I make things to last."



## Showcase Challenges Status Quo

**S**T. CHARLES, Mo. — A pharmacy program that prevented adverse patient reactions to medications.  
 A wound care program that improved outcomes, increased referrals and cut costs.  
 A process that increased pneumonia vaccination rates and saves lives.

These were among the best practices in SSM Health Care on display at Showcase for Sharing 2005 on Nov. 9 in St. Charles, Mo. In its ninth year, the showcase is a daylong demonstration of the system's best practices. Practices are shared and then passed around the system.

"I marvel at your commitment to quality, and to our mission of exceptional service," Sr. Mary Jean Ryan, FSM, president and chief executive officer of SSM Health Care, told the crowd of 200 in attendance. "I am grateful that you constantly ask the questions that need to be asked and constantly challenge the status quo — all in the name of providing the kind of care that touches people's souls."

The showcase was sponsored by the Quality Resource Center, which promotes exceptional health care delivery by teaching, coaching and supporting entities' efforts to apply continuous quality improvement tools and techniques.

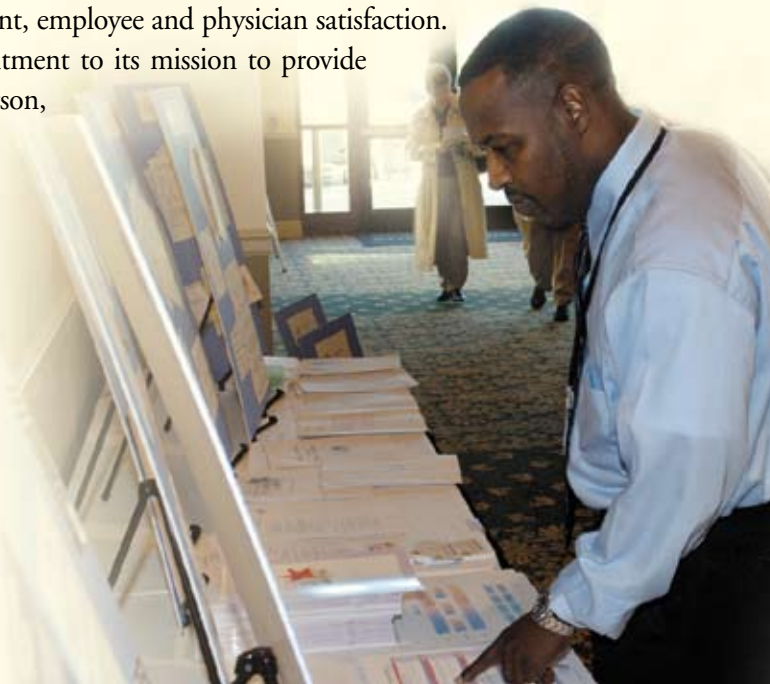
Each presentation spoke to one of SSM's five key characteristics of exceptional health care: clinical performance, financial performance and patient, employee and physician satisfaction.

And the practices reflect SSM's commitment to its mission to provide exceptional health care, said Eunice Halverson, corporate vice president, Quality Resource Center.

"We continually endeavor to enhance our performance improvement culture," Halverson said.

*(In coming issues of Network, we will highlight the presentations from the Showcase for Sharing 2005.)*

**Phil Atkins, logistics manager, SSM DePaul Health Center in Bridgeton, Mo., checks out the Achieving Exceptional Patient Care display at Showcase for Sharing 2005.**



## Diversity Advisory Council Sponsors Essay Contest

The Diversity Advisory Council is sponsoring a system-wide essay contest.

The theme of the essay is "Relate the Rev. Martin Luther King Jr.'s philosophy, teachings, speeches and writings to the reason SSMHC embraces, supports and promotes diversity."

Essays must not exceed 500 words and are due January 13, 2006. Prizes will be awarded for first, second and third place. The first-place essay will appear in *Network's* next issue. All SSM employees are eligible, but each can only submit one essay.

Essays must be clear, original, memorable and accurate. They must also be the sole work of the writer. Members of the Diversity Development Association, which works to develop diverse talents for upward mobility, will judge the entries.

Please submit entries by email to [Yvonne Tisdell@ssmhc.com](mailto:Yvonne.Tisdell@ssmhc.com) or fax to (314) 768-5147.

Include your name and phone number at the top of the essay. Entries without contact information will not be considered. Email submissions, as a Microsoft document, PDF, RTF or text (.txt) document, are preferred. All essays must be typed and double-spaced and will not be returned.

For info, contact Yvonne Tisdell at (314) 951-5375 or Margaret Overlin at (314) 644-7310.

### Correction

A cutline for a photograph on the cover of the September-October issue of *Network* contained the wrong name for one of the individuals pictured. Instead of Karri Hubanks, of St. Marys Hospital Medical Center in Madison, Wis., it should have read Mary Wichern, St. Marys Hospital Medical Center.

## Best Practices

### Cardiac Quality Team Telemanagement HEART SUCCESS Program

SSM DePaul Health Center, St. Louis  
 Stephanie Lucido, RN (314) 344-6047  
 Amy J. Thomas, CHES (314) 344-6937

### TRACERS – A Key Continuous Quality Improvement Method

St. Marys Hospital Medical Center, Madison, Wis.  
 St. Anthony Hospital, Oklahoma City  
 Timothy Hallock (608) 258-5056  
 Marti Jourden (405) 272-7152

### Achieving Exceptional Emergency Department Patient Services

SSM St. Joseph Hospital of Kirkwood, Mo.  
 Donna Robinson, RN (314) 966-1528  
 Diana Calderon, RN (314) 966-1528  
 James Donnell, MD (314) 966-1528

### Clinical Excellence in a Pharmacist-Managed Anticoagulation Clinic

SSM St. Joseph Health Center, St. Charles, Mo.  
 Tracy E. Williams, RPh (636) 947-5013  
 James C. Freeman, MD (636) 947-5148

### Shared Accountability: Don't Forget the "Check" Step of Plan, Do, Check, Act!

Bone & Joint Hospital, Oklahoma City  
 Cheryl McConnell (405) 552-9138

### Achieving Exceptional Patient Care

Corp. Office, St. Louis  
 Paula Friedman (314) 994-7840  
 Peter Reiske (314) 994-7893  
 Rhonda Warren (314) 994-7692

### Demonstrating Success in Implementing a Medical Emergency Team

SSM DePaul Health Center, St. Louis

Jill Fine, RN (314) 344-6346  
 Barb Quick, RN (314) 344-7046

### PneumoVAC AtTAC: Zero to a Hundred

St. Francis Hospital and Health Services, Maryville, Mo.

Teri Harr, RN (660) 562-2600  
 Karen Scholz, RN (660) 562-2600  
 Marilyn Johnson, RN (660) 562-2600

### Common Registration and Scheduling Project

St. Clare Hospital and Health Services, Baraboo, Wis.  
 St. Marys Hospital Medical Center, Madison, Wis.  
 Gabrielle Jensen (608) 356-1438

### Exceptional Growth Initiative Drives Volume

SSM St. Joseph Health Center, St. Charles, Mo.  
 Brent Vanconia (636) 947-5083  
 Brenda Peterson, RN (636) 947-7059

### Shared Accountability Steering Committee: Where We Have Been, Where We Are Going

St. Marys Health Center, Jefferson City, Mo.  
 Katie Edlund, RN (573) 761-7000  
 Sharon Shepard, RN (573) 761-7000

### Driving Breakthrough Performance

SSM Rehab, St. Louis  
 Aaron Robinson (636) 498-7474  
 Sean Gregory (314) 768-5227

### Effects of a Home Care Agency Wound Care Program on Outcomes and Agency Costs

SSM Home Care, St. Louis  
 Shane Campbell (314) 989-2500

### Time Is Muscle: 90 Minutes and Counting

St. Marys Hospital Medical Center, Madison, Wis.  
 Chris Baker, RN (608) 259-5855

### Centennial Plan

St. Marys Health Center, Jefferson City, Mo.  
 Beverly Stafford (573) 761-7198

### Physician Satisfaction Improvement Effort

St. Anthony Hospital, Oklahoma City  
 Marti Jourden (405) 272-7152  
 Marla Peixotto-Smith (405) 272-6152

### Shared Accountability: We've Got the "Scoop" on Information

St. Marys Care Center, Madison, Wis.  
 Brian James (608) 845-1000  
 Jeneba Weller (608) 845-1000

### Surgical Patient Preparation

SSM St. Mary's Health Center, St. Louis  
 Nancy Gassner, RN (314) 768-8284  
 Sharon Wright, RN (314) 768-8239

### Pediatric Asthma Protocol

SSM Cardinal Glennon Children's Hospital, St. Louis  
 Bradley Becker, MD (314) 268-4014  
 Gary Albers, MD (314) 268-6439

### Outpatient Social Service

St. Mary's-Good Samaritan Inc., Southern Illinois  
 Keith Suedmeyer (618) 436-8691

### Scanning for Efficiency

St. Francis Hospital & Health Center, Blue Island, Ill.  
 Bill Buntin (708) 824-4499  
 Mike Kashin (708) 824-4481

### St. Clare Hospice House

St. Clare Meadows Care Center, Baraboo, Wis.  
 Keri Olson (608) 356-1449  
 Ron Schaetzel (608) 355-3320

### Introducing the Quality Measures Analytical Tool

SSM Information Center, St. Louis  
 Quality Resource Center, St. Louis  
 Candace Crown (314) 951-5501  
 Sandy Triplett, RN (314) 994-7969

### Medication Reconciliation — Admission to Discharge

St. Mary's-Good Samaritan Inc., Southern Illinois  
 Monica Heinzman, PharmD (618) 436-8630

### Implementing a Successful Blood Conservation Program

SSM Health Care-St. Louis  
 Jane Anders, RN (314) 644-7392  
 Anthony McDonald, PhD (314) 989-2140  
 Kevin Johnson, MD (314) 344-6991

## Eat Smart during the Holidays

By Becky Harlow

The holiday season has arrived, and with it a sleigh full of rich, high-calorie food. With visions of cookies and stuffing dancing in our heads, how can we not overindulge during these celebrations? Make a plan and stick to it.

"It's OK if you don't lose weight during the holidays," said Diane Dyn, a registered dietitian at SSM DePaul Health Center, Bridgeton, Mo. "If you make a goal of maintaining your weight over the holidays, you will be doing well."

Dyn offered some tips to chew on over the sweets season:

- Decide ahead of time what you will eat if you go out shopping, to a party or while baking at home. Consider eating a small, nutritious snack before you go out so you won't overindulge.
- Take smaller portions at a buffet and resist going back for seconds. At a sit-down dinner, ask your server for a smaller portion. At a restaurant, ask your waiter to provide a to-go container. Don't deprive yourself – eat in moderation.
- Limit your consumption of alcoholic drinks, which also can add calories. Offer to be the designated driver.
- Write down what you have eaten each day. You may be surprised!
- Make time each day to exercise and rest.
- When all else fails, just say a hearty ho-ho "No!"

## Losers Win

By Kelly Cheramy

MADISON, Wis. — A nationally televised contest to lose weight spawned a partnership between St. Marys Hospital Medical Center and the Madison NBC affiliate to conduct a local version of the show.

Madison's "Biggest Loser" competition recruited 20 contestants who worked with personal trainers at four area fitness centers. They competed individually in the race to lose the greatest percentage of body weight and as teams as well. With a dietitian on hand to answer questions, St. Marys was the official weigh-in site over the contest's nine weeks.

"Through the contest, St. Marys reinforced its position as a place concerned about preventive health strategies and good lifelong habits," St. Marys marketing coordinator Brendon Dybdahl said. "As a bonus, contestants came to St. Marys, many for the first time, to get a feel for our friendly environment."

Contestants, whose starting weights ranged from 164 to 411 pounds, said they felt confident now about making healthier food choices and following through on their exercise regimens. One contestant said she acquired the skills to override emotional and situational causes for overeating and that her weight loss has resulted in better sleep and less chronic back pain.

Contestants' ending weights ranged from 170 to 341 pounds, reflecting various percentages of change. On Nov. 29, on the national airing of the "Biggest Loser," one individual and one team were pronounced winners. But, in reality, each came away winners for all their efforts.

## Healthy Living Prepares for 2006

To encourage us to take better care of ourselves and our families, SSM Health Care is launching the Healthy Living Initiative. Among the recent proposals of the Healthy Living Steering Team, tasked with implementing the initiative, are a fitness newsletter and a short, stress-relieving meditation for employees.

The steering team also expressed interest in holding health fairs system-wide and offering voluntary health risk appraisals to employees. The appraisals would be modeled after the SCORE program at St. Anthony North in Oklahoma City for area businesses wanting to develop custom fitness plans for employees.

"These are small steps," said Sr. Mary Jean Ryan, FSM, president and chief executive officer of SSM Health Care, "but they're a firm beginning to an initiative that will have lasting effects on the people of SSM Health Care."

Sr. Mary Jean heads the steering team, which consists of representatives from entities from Baraboo, Wis. to Bridgeton, Mo., to Oklahoma City. The group met Nov. 7 to ready plans for the roll-out of the initiative announced last summer. The team previously surveyed SSM's entities and 23,500 employees to generate ideas for Healthy Living.

Among other projects endorsed by the team:

- Offering discount-priced healthy meals in entity cafeterias for breakfast, lunch and dinner.
- Enhancing stairwells and advocating their use as a beneficial alternative to elevators.
- Organizing an employee walking challenge.
- Devising 10 exercise tips for employees to use on their breaks.
- Creating a calendar of health-awareness observances.
- Promoting employee discounts to local fitness centers and/or a \$100 reimbursement for wellness activities.



## Tobacco-Free Policy Turns One

Tobacco Free, which snuffed out smoking in and around SSM entities effective November 18, 2004, marked a relatively quiet first anniversary.

A year ago, signs were hoisted, smoking survival bags were handed out and a cold turkey special showed up on a cafeteria menu. Reminder cards were printed for hospital visitors, asking for cooperation in making healthier environments for patients and employees. Designated smoking areas were done away with. To date, SSM is the largest health-care system in the country to ban smoking.

The fanfare has died down, but Tobacco Free hasn't gone up in smoke.

Numbers weren't available on how many smokers kicked the habit but there's anecdotal evidence that the work of the Tobacco-Free Steering Team made a difference.

Take Bobbi Smith, a storeroom clerk at Bone & Joint Hospital in Oklahoma City.

Smith, who started smoking more than 30 years ago, quit the habit in July 2004 — a few months after Sr. Mary Jean Ryan, FSM, president and chief executive officer of SSM, announced the policy.

This past July, Smith celebrated a tobacco-free year, thanks to a nicotine patch and tips she picked up in a hospital-sponsored smoking cessation class.

"I don't have any type of crutch now and I feel terrific," Smith said. "I gained some weight but now I'm starting on that part of it. It was the best decision I ever made."

Since going tobacco-free, SSM has received more than 30 inquiries from groups in 16 states asking about the policy. And SSM entities in Jefferson City and Oklahoma City were the catalysts for smoke-free initiatives in their communities.

Steve Barney, SSM senior vice president for human resources, dubbed the campaign a success. Among new employee benefits to encourage us to quit was the tobacco-free declaration: SSM offers employees who declare they are non-smokers a taxable \$60 reimbursement annually on their corporate health insurance.

"There has been tremendous compliance with the policy," Barney said "And we've had a positive reaction from both patients and employees."

A small number of smokers have violated the policy, Barney said. As a result, SSM clarified parts of it, including the prohibition on the use of tobacco products by employees in their cars parked on SSM-owned or leased properties.

Like any new program, there have been some growing pains, said Bob Davidson, director of public relations at SSM Cardinal Glennon Children's Hospital in St. Louis.

"But we're traveling in the right direction," Davidson said. "Our employees, patients and their families have been willing to work with us on what we all can agree is an important issue."



# Art Helps Children Pass Time, Cancer Treatment at SSM Cardinal Glennon

By Beth Cross

**S**T. LOUIS — For Tony McDowell, 5, coloring robots with markers and drawing his family members on construction paper is the most fun part of coming each week to the Costas Center at SSM Cardinal Glennon Children's Hospital in St. Louis.

"Every time he and his brother come in, they draw something and bring it home," said Tony's mom, Cordelia McDowell. "It makes the time go by faster with chemo, and it makes it easier for him to deal with the situation of being in the hospital as well."

Creating an enjoyable diversion for children undergoing cancer treatment is one of the goals of art therapy, but the activity is also an important outlet for their thoughts and feelings.

"My main goal with the kids is expression, and artwork is a language they are very comfortable with," said Natasha Westrich Wood, an art therapist who has been working at Cardinal Glennon for the past seven years in a program funded by Friends of Kids with Cancer.

"Being creative is very empowering and good for their self-esteem, which is especially important when a child is going through something as difficult and confusing as cancer," Wood said.

Not only does Wood help children. She helps out patients' doctors and nurses by providing interpretations about their drawings.

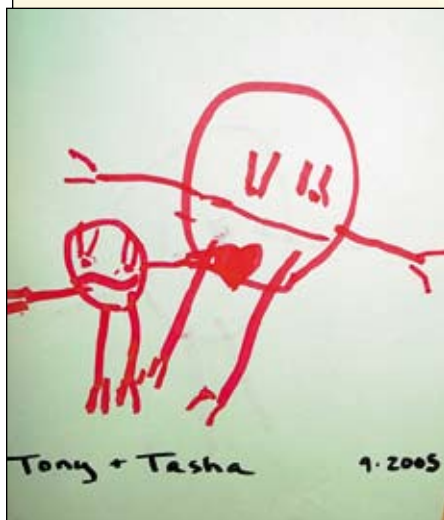
"The information she gets through art therapy is very useful for us," said Marsha Steffens, Costas Center nurse. "It's an opportunity for kids to vent their feelings — how they're handling treatment, even how they are adjusting to school or what things are important to them."

Once a year, a patient drawing will be added to the Art Wall on 4 North. Friends of Kids pays for the framing, provided by A Touch of Class Framing, run by a cancer survivor.

Tony's mom said that he never used to draw, but now it's a regular activity. A picture hanging on the 4 North wall shows his whole family. The love of his family is evident.

"There is lots of love. We are all holding hands." Tony wrote underneath.

"My mom holds the heart."



Tony McDowell, 5, and art therapist Natasha Westrich Wood, create a piece of art.

## Making Rounds

**N**etwork recently attended the Physician Leadership Retreat and decided to take the opportunity to get the physicians' thoughts on being healers. In future issues, Network will be making the rounds again, asking opinions on other subjects.

### When did you decide you wanted to be a doctor?

**Dr. Max Burgdorf, SSM Cardinal Glennon Children's Hospital, St. Louis:**

"I was maybe 8 or 10 years old. I really liked my pediatrician. He was a really nice guy."



**Dr. Narendra Gupta, St. Mary's Good Samaritan Inc., Southern Illinois:**



"I was 17 years old. I was always interested in the human body. Biology was my favorite subject. In India, where I grew up, I saw sickness. I just thought there's got to be a good way to treat sick people."

**Dr. Joan Boomsma, St. Francis Hospital and Health Center, Blue Island, Ill.:**

"When I was a little kid, I was going to be a musician. But in high school I was put into advanced classes in science and in college I took biology and other science courses. I decided then that I really liked it. I decided I could do both, be a doctor and a musician. I still play the violin."



### What was the biggest lesson they didn't teach you in medical school?



**Dr. Isabelle Kopec, SSM DePaul Health Center, Bridgeton, Mo.:**

"The business aspect of medicine and billing and coding and running your practice."

**Dr. Kersey Winfree, St. Anthony Hospital, Oklahoma City, Okla.:**

"My biggest disappointment with my medical training is that they basically didn't teach me much about palliative and end-of-life care. And I emphasize the word 'care.' I learned little about taking care of people — their social needs, their vulnerabilities, as the end of their lives comes. That has been an area of self education for me."



**Dr. Michael Frucht, Dean Clinic, Madison, Wis.:**

"How important it is to make the patient feel comfortable."

Besides Care and Jobs, We Provide...

Community Respect Excellence Stewardship Compassion Community Respect Excellence Stewardship



Our mission has always been to provide exceptional care to our patients. But, beyond being caretakers and employers, we also seek to support the communities we serve. Here are just a few other ways we benefit our communities:



# A Sense of Community

**SSM Cardinal Glennon Children's Hospital's "Beat the Smokin' Rap"**

Cardinal Glennon Children's Hospital in St. Louis provides a creative and dynamic tobacco-use prevention program for adolescents, in partnership with Tobacco Free Missouri. The program, "Beat the Smokin' Rap," is hosted by Dr. Anthony Scalzo, a toxicologist and medical director of the Missouri Regional Poison Center. Under an alias, "Dr. Tony" raps to area sixth-graders in a language they can relate to and warns them of the health risks and powerful marketing appeal of tobacco. More than 4,200 adolescents have attended the rap sessions since the program began in fall 2000.



**St. Anthony Hospital's Celebrity Chef Events**

The St. Anthony Heart Hospital in Oklahoma City has hosted a celebrity chef event for the public every January since 2002. The event promotes heart healthy dining-with-a-flare to the community. Visiting celebrity chefs have included Bobby Flay, Tyler Florence, Rachael Ray (at center in the photograph surrounded by St. Anthony staff) and Sandra Lee, all very well-known for their shows on Food Network. Participants at the events taste the dishes demonstrated and receive healthy recipes to take home. The sold-out community events have an average attendance of 350.



**St. Clare Hospital's Vision of Art Gallery**

Sauk County artists are invited to display their works in the Vision of Art gallery at St. Clare Hospital and Health Services in Baraboo, Wis. The hospital receives a small commission on each sale and then places the money in its Vision of Art fund. From this fund, the works of artists are purchased and permanently displayed in public areas of the hospital. The gallery is also a popular place for area groups and individuals to display collections such as Native American artifacts, old books and antiques, as well as arts and crafts of St. Clare employees.





### St. Marys Health Center's Centennial Celebration

Before officials at St. Marys Health Center in Jefferson City, Mo., began planning its Centennial Celebration, they determined their guests list: everyone. From the community kickoff in January 2005, every detail was planned around the community – and in many cases, by the community. Dozens of community members served on celebration planning committees. Centennial activities included galas, an ice cream social, a "Healing Through Art" show in the hospital featuring a local artist and an exhibit at the Cole County Historical Society Museum (shown above). Artifacts, photos and other memorabilia from a century of health care were featured in the exhibit. In addition to more than 70 photographs of St. Marys over the years, the exhibit re-created an early hospital room and items used in the hospital over the past 100 years.

### SSM St. Joseph Hospital of Kirkwood's Mass

A mass is held in the chapel at St. Joseph Hospital of Kirkwood, Mo., Monday through Thursday. In addition to hospital staff, physicians, and patients, the service is a draw for members of the community. Led by Fr. Jim Krings, director of mission services, the mass provides an opportunity to reflect and pray for patients and the hospital's health care ministry. In addition to mass, Fr. Jim leads bi-weekly masses for friends and loved ones serving in the armed forces. He also holds a quarterly mass to remember deceased employees, their family members and patients who have died. Members of the community participate in these masses as well.

# Community

### St. Francis Hospital & Health Center's Park

For more than a decade, St. Francis Hospital & Health Center in Blue Island, Ill., has donated "St. Francis Park" to area community groups and organizations hosting events benefiting the community. The park is a central meeting place for local residents, hosting the city's annual Christmas tree lighting ceremony and the popular "TGIF" summer picnics sponsored by Blue Island Main Street. Every Friday, from June through August, St. Francis Park is alive with hundreds of local residents who sample restaurants' fare and listen to live music. The park, maintained by the hospital, features an attractive lawn, shade trees, sidewalks and electricity, which supplies power to the live entertainment.



### St. Marys Hospital Medical Center's Breakfast with Business

Each month, St. Marys Hospital Medical Center in Madison, Wis., serves early-morning "food for thought" to invited guests, including government and community leaders, potential donors, new businesspeople, news media representatives and others. President Dr. Frank Byrne leads the introductions and presents an overview of St. Marys and health care topics in the news. The ensuing dialogue allows participants to network and gives the hospital a chance to learn what's on the mind of the community. One post-breakfast evaluation cited Dr. Byrne's "ability to involve all who were here – making everyone a part of your organization and its future."

## Crossroads Regional Medical Center Joins SSM Family

WENTZVILLE, Mo. — The sale of the former Crossroads Regional Medical Center in Wentzville by Nashville, Tenn.-based Essent Healthcare to SSM Health Care was completed in October. The hospital's name has been changed officially to SSM St. Joseph Health Center-Wentzville.

The new health center offers patients in the Wentzville area a 24-hour emergency department and convenient access to such services as radiology, laboratory, cardiology and pulmonary. After some minor facility modifications set for completion by December, the hospital also will offer inpatient and outpatient behavioral health services.

Dr. Paul Convery, formerly interim president of SSM St. Joseph Health Center in St. Charles, oversaw the newest hospital until Nov. 28 when Sherlyn Hailstone assumed the post of president of SSM St. Joseph Health Center in St. Charles; SSM St. Joseph Health Center-Wentzville; and SSM St. Joseph Medical Park.

"Many people across our organization worked extremely hard in the last few months to help make this acquisition successful," said Ronald Levy, president/chief executive officer of SSM Health Care-St. Louis.

## Quality Awards

*Continued from cover*

is recognition of the exceptional efforts by Information Center employees to deliver the highest quality services to our hospitals and other facilities, and ultimately to the patients and family members that we all serve."

For St. Joseph facilities in St. Charles County, this year's state award is "truly the icing on the cake," said Debby Vossenkemper, the campuses' administrative director of quality.

"It represents the truly exceptional people who are SSM St. Joseph," Vossenkemper said. "We are ecstatic and so very, very honored. We all know that our hard work is reaping benefits for those we serve, and that is so very gratifying."

The Blood Conservation Team was recognized for developing strategies to help patients avoid blood transfusions in order to reduce the complications and longer hospital stays often associated with receiving blood.

"Our strong commitment to quality begins with our mission of providing exceptional health care services and is carried throughout our entire organization," said Ronald Levy, president/chief executive officer, SSM Health Care-St. Louis. "Quality-based programs within our organization are good for our patients, helping us to fulfill our mission."

The annual Wisconsin Forward Awards had not been announced as of press time.

## Howard Is New Regional President

OKLAHOMA CITY — Christopher Howard took over as regional president of SSM Health Care of Oklahoma and system vice president, effective October 10.

Howard joined SSM Health Care in 1995 and most recently was executive vice president of SSM Health Care of Oklahoma and Healthfirst Physician Management Services. He replaced Steven Hunter who accepted a position in April with Covenant Health System, Lubbock, Texas.



Howard, 41, has more than 18 years of experience in health care administration, with special expertise working with medical staffs.

"Chris has demonstrated special creativity in enhancing the partnership between physicians and hospitals," said William Schoenhard, SSM Health Care executive vice president/chief operating officer. "He will add to the strength of our system management team."

Before joining SSM, Howard held positions with Healthcare Systems of Oklahoma and Oklahoma Healthcare Corp. (now Integris Health) Baptist Medical Center. He earned a bachelor of arts degree in organizational communication and a master's degree in organizational communication, both from the University of Oklahoma in Norman. He also holds a master's in health administration from the University of Oklahoma's College of Public Health.

## Dealing with Disruptive Doctors Takes a Plan, Follow-through

By Lorraine Kee

ST. LOUIS — Physicians who are professionally inappropriate with other members of the health care team. Physicians who won't respond to calls for help from nurses. Physicians who lose competency in their specialties.

"On rare occasions, medical staff have to deal with either disruptive or impaired physicians," said Dr. Andrew Kosseff, SSM Health Care's medical director of system clinical improvement.

Just how staff deals with them was one of the topics of SSM's "Physician Leadership Retreat" Oct. 7-8 in St. Louis. About 100 medical staff and hospital leaders attended the retreat organized and supported by the Physician Leadership Council and the Quality Resource Center.

For help in developing strategies, they turned to Dr. Jonathan Burroughs, a senior consultant for The Greeley Company, a consulting company on health care issues.

"It's a patient safety issue," Burroughs said. "Bad behavior can lead to bad outcomes."

Intervening in these situations is not easy, said Kosseff who noted that the topic was selected based on feedback from previous physician retreats.

Sometimes the disruptive or impaired doctors and the medical directors charged with resolving the cases are friends. Sometimes the cases are hard to mediate because the doctor has had a long history of being a good practitioner or the physician admits a lot of patients. A fear of litigation can also make it a sensitive subject.

"This has been a huge issue, not because it's common, but because when it happens it's so difficult to deal with," Kosseff said.

Burroughs used role playing and the "power of the pyramid" in laying out how to achieve great physician performance. The pyramid was developed by Dr. Howard Kirz of the American College of Physician Executives.

Managers can begin, Burroughs said, by hiring excellent physicians. That's achieved by developing a tough, thorough credentialing policy. Once managers have a policy, they must set and communicate performance expectations to physicians, he said. Then physician performances should be measured against those expectations (using measurable indicators) and feedback provided periodically; so that if missteps occur, medical directors and others are better able to manage that poor performance through a "series of carefully crafted, escalating interventions designed to decrease variation from expectations," Burroughs said.

Finally, managers should have an action plan and be prepared to enforce it if the expectations aren't met. Disruptive and impaired physicians are not only the problem of the medical staff. It's a hospital-wide issue, Burroughs said, and requires the support of hospital presidents and boards of directors.

Even clarity in communicating concerns matters. Practice intervention, he said.

"Place patient safety first," Burroughs said, "while balancing oversight and intervention with the rights and dignity of physicians."

***"It's a patient safety issue. Bad behavior can lead to bad outcomes."***

## Commitment Inspires Schoenhard

By Lorraine Kee

The walls of William “Bill” Schoenhard’s office hint at his passions and pastimes. They are covered with photographs of Schoenhard with politicians, awards from professional groups, artwork with a nautical theme and souvenirs from a Super Bowl and a trip aboard the submarine Montpelier. There’s also a bust of the 35th U.S. President John F. Kennedy on a shelf above his desk and, on the windowsill, pictures of his family.

In his job, Schoenhard meets the politically well-connected. He is chairman-elect of the American College of Healthcare Executives. As an officer in the U.S. Navy, he served on the destroyer tender USS Samuel Gompers which provided emergency repairs to battle-damaged ships in Vietnam. And he considers Kennedy, to whom he bears an uncanny resemblance, a role model and a visionary. He is a football fan, a team player.

Not that Schoenhard sees the inside of this office much.

“Tomorrow I’ll be in Oklahoma,” he said recently. “I travel quite a bit in this job. I’m usually out somewhere every week.”

Schoenhard is executive vice president and chief operating officer of St. Louis-based SSM Health Care, which has 23,500 employees in four states making it one of the largest Catholic health care systems in the country. Asked to describe his job, Schoenhard spoke of working with other SSM leaders to marshal the resources for carrying out our mission: Through our exceptional health care services, we reveal the healing presence of God.

That means delving into everything from financing major projects to filling open leadership positions to surmounting obstacles that hinder system operations. He chairs the operations council, which meets monthly to work on administrative matters and to take suggestions on corporate initiatives and policies. He also chairs the clinical transformation steering committee, which is helping to coordinate the switch to electronic health records. And he serves on all the system’s seven boards of direc-

tors, so he has a hand in local hospital governance.

Though he misses his family on his travels, he likes his job. Colleagues describe Schoenhard as thoughtful, dedicated, kind-hearted and hard-working. He started with SSM 27 years ago — as an assistant executive director at SSM St. Mary’s Health Center in Richmond Heights, Mo. He has stayed with SSM because its mission aligns with his own purpose and the “really great leaders” he’s served with over the years.

“That includes Sr. Mary Jean Ryan (FSM, SSM president and chief executive officer) to the people in housekeeping, dieticians and everyone who works so hard on behalf of our patients,” Schoenhard said. “They really inspire me with their commitment to meeting the needs of the people we serve.”

Toward that end, Schoenhard talked about pressing issues facing not only SSM but all of health care in this country. Foremost are the growing numbers of uninsured and underinsured individuals who confront real barriers to access to care, he said.

He cited an Institute of Medicine study estimating that more than 18,000 people a year die annually in the United States because of a lack of insurance.

“I think, unfortunately, that we’re going to see more and more people suffer illness and needless deaths for lack of access,” said Schoenhard, noting an imperative to partner with physicians to meet the needs in the community.

SSM, he added, can be a leader in alleviating that suffering.

### The Lighter Side of ... Bill Schoenhard

SSM Health Care executive vice president/  
chief operating officer

**What did you want to be growing up?** In high school, I thought about becoming a lawyer and maybe someday running for elective office.

**What is your hometown?** I was born in Kansas City, Mo., but I went to Hickman High School in Columbia, Mo.

**What is one thing people might not know about you?** I have an interest in going into outer space. I think that would be fun. I’ve always been fascinated with the photography from space and just the adventure of leaving this world’s atmosphere. I think it would be exciting.

**What is your proudest accomplishment?** The way our two children, Sarah and Tom, have developed into young adults. They’ve largely turned out the way they have because of their mother (Kate), not me. Sarah is 29, Tom 25.

**What was your first car?** A 1960 blue VW Bug.

**Last book you read?** “Beyond Survival” by Gerald Coffee. It’s about the prisoner-of-war experience of a Navy flyer in Vietnam. I actually reread it. It’s inspiring.

**Best holiday gift you ever received?** On Christmas Eve 1972, I got accepted to Washington University’s graduate program in health care administration.

**The most interesting gift you ever received?** I was a Davy Crockett nut when I was a kid and Kate got me a bottle of Fess Parker wine and a coonskin cap. (The actor Fess Parker played coonskin-wearing folk hero Crockett on television in the ‘50s. Parker operates a California winery.)

## Making Baking Her Mission

By Harvey Wildt

BRIDGETON, Mo. – Pat Gammage’s delicious sweet potato pies – not to mention her famed apple, peach and Kentucky bourbon pecan cobblers – contain something you find less and less these days: patience.

“You have to have the patience to do things just right,” said Gammage, SSM DePaul Health Center’s chief baker. “And you always make sure the effort is as pleasing to your customer – or anyone else – as it is to you.”

Wise words from a woman who has been part of DePaul’s food service operation since June 13, 1967, just a few days after a planned stopover in St. Louis turned into a permanent relocation.

Within a few days, Gammage found herself employed in the kitchen of the old DePaul Hospital. At first she sliced pies and then became a diet clerk. Advancing to diet tech, she learned to instruct diabetics on patient floors and then served as a kitchen supervisor for “ingredient control,” before becoming a front office manager and purchaser.

She returned to her true culinary calling about 12 years ago. Employees and patients have enjoyed her baked goods since.

Gammage contributed to the success of a recent United Way campaign by doing what she does best – baking. Her pies garnered hundreds of dollars in sales and sold out. Does she ever regret not making it to Chicago years ago?

“Sometimes,” Gammage said. “But I feel appreciated here and fulfilled. We can all satisfy ourselves, but when we satisfy those we serve you’re making a real contribution. That is what ‘mission’ is to me.”



## Longtime Service Is Recognized

In the past year, SSM Health Care has acknowledged the long-term service and commitment of its employees.

In September, a drawing for six gift certificates for \$3,000 each was conducted. Employees with 30 or more years with SSM were eligible and the winners of the gift cards were recently announced. They are Carol Holler, registered nurse, St. Marys Hospital Medical Center in Madison, Wis., 37 years service; Carol Mosel, registered nurse, St. Francis Hospital & Health Center in Blue Island, Ill., 44 years; Nancy Lewis, case manager/utilization review nurse, St. Francis Hospital and Health Services in Maryville, Mo., 32 years; Bertha Zackary, emergency room unit secretary, SSM Cardinal Glennon Children’s Hospital in St. Louis, 34 years; Laren Hypolite, switchboard supervisor, SSM DePaul Health Center in Bridgeton, Mo., 32 years; and Myra Conklin, assistant manager for human resources, SSM Health Care-St. Louis, 31 years.

Previously, employees with 20 or more years with SSM received T-shirts. In the May 2005 issue of *Network*, about 1,100 of their names appeared in the special section dedicated to them.

# AROUND THE SYSTEM

## PEOPLE

### Oklahoma

#### Missouri

##### Honors

**Steve Barney**, SSM Health Care senior vice president-human resources, received the Senior-Level Healthcare Executive Regent's Award from the American College of Healthcare Executives. **Joseph Meek**, corporate director of finance, spoke at the fall meeting of the Association for Financial Professionals.

Drs. **Andrew Fiore** and **Tom Donovan**, SSM Cardinal Glennon Children's Hospital, were presented with the St. Luke's Faithful Healer award and Footprints director, **Mary Ann Collins**, was elected to the executive committee of the Supportive Care of the Dying: A Coalition for Compassionate Care.

St. Louis Emergency Nurses Association honored emergency department nurse, **Dianne Helvey** and emergency department technician **Mike Leonard**, both of SSM St. Joseph Hospital West. **David Billing**, director of pharmacy, was profiled in the St. Charles County Business Record for his mission efforts in Mexico and South America.

The Missouri Association for Healthcare Public Relations and Marketing presented 2005 Show-Me Excellence awards to **Tom Barry**, SSM Media Services; **Beth Cross**, **Bob Davidson**, SSM Cardinal Glennon Children's Hospital; **Suzy Farren**, Corporate Communications; **Patrick Walker**, St. Marys Health Center; and **Mary Enger**, SSM St. Joseph Health Center, SSM St. Joseph Hospital West and SSM St. Joseph Medical Park.

##### Appointments

**Matt Woodall** joined SSM DePaul Health Center as information system manager; **Debbie Henderson** was named interim director of critical care; and **Lisa Boyle** patient safety officer.

**Michelle Henson** was named corporate planning manager, SSM Health Care.

**Jim Pecoraro**, applications development manager, SSM Information Center, was named co-chair of the Web Information Management Council and **Alisyn Beffa** was named project manager for the Picture Archiving and Communications System (PACS) project.

#### Oklahoma

##### Honors

St. Anthony Hospital presented the St. Luke's Faithful Healer award to **Dr. Jim Kirk** for his extraordinary efforts as champion of the infection control program.

##### Appointments

St. Anthony Hospital welcomed **Dr. Linda Lantrip** to behavioral medicine.

#### Wisconsin

##### Honors

**Sandy Anderson**, president of St. Clare Hospital & Health Services, was appointed by Wisconsin Gov. Jim Doyle to the Pharmacy Reimbursement Commission. Pediatrician **Dr. Karen Ailsworth** was named 2005 recipient of the St. Luke the Physician Award.

**Dr. William Rock**, chair of the St. Marys Hospital Medical Center ethics committee, received the Mazzuchelli Medallion at the Founders Celebration of Edgewood College. Also at St. Marys Hospital Medical Center, **Peg Balistreri** accepted an award recognizing St. Marys' generosity to the Madison Area Rehabilitation Center. **Russell Jensen** received a 2005 Citation of Merit Award from the University of Wisconsin School of Pharmacy for public service that goes beyond professional practice. **Betsy Knight** received the Dominican Award for Service to Humanity from her alma mater, Edgewood High School. The **Rev. Ted Lindquist** received the Wisconsin Chaplaincy Commission Distinguished Chaplain award. **Public Relations and Marketing** garnered a total of seven awards (**Carolyn Hargrove**, **Steve Sparks**, **Sarah Carlson**, **Brendon Dybdahl**, **Janet Adams**, **Lorraine Bollig** and **Kelly Cheramy**) this fall from the Wisconsin Healthcare Public Relations and Marketing Society and the Madison chapter of Public Relations Society of America.

#### Illinois

##### Honors

**Sr. Doris Ashcraft**, FSM, St. Francis Hospital & Health Center, celebrated 50 years in sisterhood.

##### Appointments

St. Marys/Good Samaritan Regional Health Center, Inc., named **Mark Clark** vice president of administrative services. Cardiologist, **Dr. Wajeehuddin Mohammed**, joined the medical staff.

**Kathy Tobar** was named director of library and medical staff services, St. Francis Hospital & Health Center.

#### Fountain Embodies Nurse's Spirit

Gwen Brieger, a neuro-nurse at St. Anthony Hospital in Oklahoma City for 18 years, died in 1997 from liver failure, but her caring spirit still lives. To honor her, the hospital dedicated Nov. 14 a fountain in its main lobby. Dr. Kersey Winfree, chief medical officer, worked with and cared for Brieger. Winfree recalled Brieger's tireless efforts and the countless hours she spent caring for her patients. "Those of us who knew and loved Gwen couldn't stand not to have her presence in the halls of St. Anthony," Winfree said.



#### Fitness Expert and Oprah Trainer Urges Oklahoma City to Get Healthy

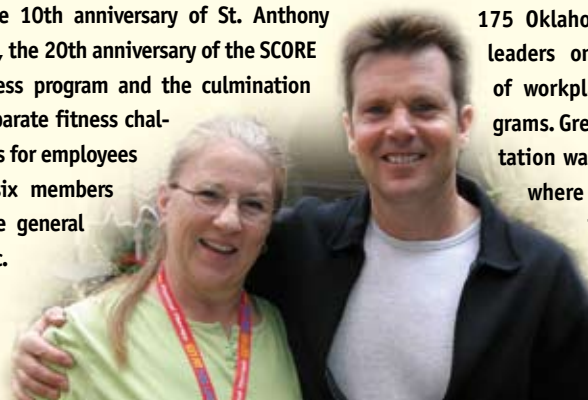
About 250 employees of St. Anthony Hospital in Oklahoma City participated in a 12-week fitness challenge based on the book "Total Body Makeover" by fitness expert and Oprah trainer Bob Greene.

Employees purchased Greene's book, attended an initial weigh-in and "Lunch and Learn" sessions. **Cathy Cantrell**, physical therapist assistant, was awarded a \$1,200 travel voucher for the most weight lost and the most significant lifestyle change. Cantrell dieted, exercised and took kung-fu. She lost 20 pounds and

motivated others in her department.

Greene's appearance Oct. 13 celebrated the 10th anniversary of St. Anthony North, the 20th anniversary of the SCORE wellness program and the culmination of separate fitness challenges for employees and six members of the general public.

St. Anthony also hosted a luncheon where Greene spoke to 175 Oklahoma City business leaders on the importance of workplace wellness programs. Greene's final presentation was a sold-out event where he spoke to over 700 Oklahomans about making a commitment to change.



### Wisconsin

#### \$1 Million Goal Realized

The employees and physicians of St. Marys Hospital Medical Center in Madison reached their \$1 million goal for the "Building On A Vibrant Legacy" expansion project. The new cardiac wellness center and a winter garden will be named in honor of their efforts.

#### Foundation Makes Two New Gifts

The St. Clare Health Care Foundation in Baraboo celebrated its fifth anniversary Oct. 26 with a reception at St. Clare Hospital and Health Services. More than 100 supporters attended. Since its inception, the foundation has received more than

\$1.9 million in gifts and pledges. The foundation announced two new gifts at the event: \$15,000 to the hospital for a mobile hearing test trailer and \$3,889 to the county health department for medication costs for uninsured individuals.

#### Nurse Trains to be SANE

**Wendi Kohnert**, a registered nurse in the emergency department of St. Clare Hospital and Health Service in Baraboo, recently completed specialized training in examining and supporting victims of sexual assault. As a sexual assault nurse examiner (SANE), Kohnert provides compassionate treatment and exams to patients while assessing their injuries and collecting evidence of assault. The availability of a nurse examiner locally means sexual assault victims can be treated close to



#### St. Marys Helps Schools Get Defibrillators

The Dean/St. Marys Cardiac Center in Madison is working to provide automated external defibrillators at discount prices to private schools in south-central Wisconsin. The center's Helping Hearts program works with school officials to acquire the easy-to-use devices, which allow trained,

non-medical individuals to deliver a potentially life-saving electric shock to someone experiencing the most common form of cardiac arrest. The schools raise the funds and then split the \$1,400 price tag with the center. Last year, the center implemented a similar program in Madison public schools.



home rather than traveling to Madison. Kohnert also provides education to teenagers in high school health classes, as well as offering training to area police departments on treating victims with compassion during investigations. The SANE certification program is sponsored by the Wisconsin Coalition Against Sexual Assault.

#### Ad Launches Campaign

Nearly six months after ground was broken for the expansion at St. Marys Hospital Medical Center in Madison, a new advertising campaign celebrates the "what" and the "why" behind the construction cranes and rising towers. The campaign lays the groundwork for this winter's public unveiling of the hospital's capital fund-raising campaign "Building On A Vibrant Legacy." Billboards focus on the heart in the St. Marys logo as it expands and the



message reads: "St. Marys is growing. For You." A television commercial touts two benefits of the expansion — an expanded emergency room and a comprehensive cardiac center. A series of print ads features former patients who relate that the expansion has a value beyond bricks and mortar.



## Illinois

### Live Webcast Showcases Heart Surgery

More than 3,700 viewers watched on a live webcast on Sept. 15 as interventional cardiologists Drs. Robert Iaffaldano and Dominick Stella of Heart Care Centers of Illinois performed an endovascular abdominal aortic aneurysm repair on a

65-year-old patient at St. Francis Hospital & Health Center. In case you missed it, go to [www.or-live.com/gore/1314/](http://www.or-live.com/gore/1314/). An interventional cardiologist specializes in minimally invasive procedures to treat the heart.



### St. Francis Hospital Honors Franciscan Sisters for 100 Years of Service

A special reception honoring the Franciscan Sisters of Mary (FSM) who have served St. Francis Hospital & Health Center over the decades was held Oct. 28 at the Blue Island, Ill., hospital. Current and former St. Francis

colleagues, physicians, auxiliary members and volunteers joined 15 sisters, many of them from the St. Louis area, in recognition of the hospital's 100th anniversary. In addition, the FSM (the sponsoring congregation of St. Francis Hospital) were honored at this year's Foundation Dinner Dance Gala Oct. 29 in Chicago.



### St. Francis Hospital Sponsors Pumpkin Decorating Contest

The Mission Awareness Team at St. Francis Hospital & Health Center, Blue Island, sponsored a pumpkin decorating contest in October. Congratulations to emergency department employees whose



winning pumpkin earned them a gift certificate for pizza. Congratulations also to Kathy Cheatle, of food and nutrition, who won the special raffle drawing for a gift certificate for movie videos.

### Efforts Earn Awards for St. Francis and St. Mary's/Good Samaritan Inc.

For the sixth time in seven years, St. Francis Hospital & Health Center in Blue Island has been named to Evanston-based Solucient's 100 best cardiovascular hospitals in the nation. This year's award made

St. Francis the only hospital in the state to be honored so frequently.

St. Mary's/Good Samaritan Regional Health Center Inc. in Southern Illinois, was recently named "Employer of the Year" by the National Multiple Sclerosis Society Gateway Area Chapter, which includes a 90-county area in southern Illinois and eastern Missouri.



## Missouri

### Two Hospitals Win Honors

SSM DePaul Health Center in Bridgeton and SSM St. Joseph Health Center in St. Charles were each named recipients of a Healthgrades 2006 Distinguished Hospital Award for Clinical Excellence. It was the third consecutive year St. Joseph has been honored. The award is given to hospitals in the top 5 percent in the nation for clinical measures.



### St. Joseph Hospital of Kirkwood Promotes Car Seat Safety

This year, more than 260 car seats have been checked and properly installed during a safety awareness program at SSM St. Joseph Hospital of Kirkwood. The free program, sponsored by the hospital's Family Birthplace maternity unit, helps parents ensure their children's car seats meet federal guidelines. From April through October, certified technicians offered instruction and free installation on the campus.

### Groundbreaking Surgery on Discovery Health Channel

SSM Cardinal Glennon Children's Hospital in St. Louis was featured Sept. 30 in a national, one-hour program on the Discovery Health Channel. The story was about a boy who had much of his jawbone removed because of a tumor, then had the bone regrown using a type of synthetic stem cells that had never before been used in the neck or head. The surgery was performed by Dr. Michael Carstens. The health channel is currently working with the hospital on two other projects, including a feature on cleft palate surgery.

### MoDOT Donates Van for Seniors at DePaul Health Center

The Missouri Department of Transportation recently donated a wheelchair-accessible van through the DePaul Foundation to help area seniors reach health care services. The \$35,000 van will be used to transport patients who receive spe-

cialty and diagnostic services through the Senior Care Center at SSM DePaul Health Center. The foundation has raised more than \$4 million for hospital services, community health programs, staff education and medical equipment.



### St. Marys Health Center Honored for Cancer Center

Missouri Governor Matt Blunt signed an Oct. 1 proclamation recognizing St. Marys Health Center in Jefferson City as a Comprehensive Cancer Center of Excellence. At

a signing ceremony with the governor, St. Marys administrators and the hospital's Cancer Services team, Blunt stressed the importance of early cancer detection. The

document cited St. Marys' first annual Breast Health Institute, held Oct. 1, as part of "an accomplished mission statement of exceptional care."



### New SSM Rehab Facilities Open

SSM Rehab recently opened two new outpatient physical rehabilitation facilities. The newest site, opened Nov. 1, is located on the campus of SSM St. Joseph Health Center-Wentzville, the former Crossroads Regional Medical Center. On Oct. 11, SSM

Rehab opened its New Town Boulevard location in St. Charles.

The various locations afford residents in Wentzville and St. Charles convenient access to comprehensive outpatient physical rehabilitation services.

"With such an extensive network of sites and services, SSM Rehab makes it easy

for physicians to refer patients for therapy right in their own communities," said Vickie Horst, vice president of ambulatory services. "Our commitment has always been to expand services in response to community need."

SSM Rehab plans to open sites in two other St. Louis area communities, Eureka and Dardenne Prairie, in 2006.

## Hurricanes Evacuee Finds Hope and Home

By Annie Harlow

**O**KLAHOMA CITY — Seventy-five-year-old Gloria Ross was living in a nursing home in New Orleans just a few short months ago. When Hurricane Katrina hit, Ross was evacuated to Houston and then to Port Arthur, Texas. When Hurricane Rita approached, she was forced to move again.

As she boarded an Army helicopter heading to Oklahoma City, Ross suddenly realized she had lost the St. Anthony medal she wore around her neck. In Oklahoma City, a failing Ross was loaded into an ambulance where the driver told her she was going to St. Anthony Hospital. Ross said she knew then that God had intervened and was taking care of her. Upon her arrival Sept. 23, members of the St. Anthony Volunteer League heard about her missing medal and a new one was promptly delivered.

For a week, St. Anthony was Ross' home. Word of her plight reached Sandy Paisley who works as a verification/pre-certification associate in admitting. Paisley started visiting Ross in her room. Learning Ross has no living family members, Paisley wanted to help. So she contacted the St. Anthony Mission Awareness Team and related the story of a life altered by hurricanes.

Paisley said she stepped up because "Gloria didn't have anyone else. Everyone who interacted with her was touched by her story. You can't help but like her. Sometimes you just have to step out on your faith."

The Mission Awareness Team decided to adopt Ross and members pooled their money to pay off her burial policy which was about to lapse. Now living at a nurs-

ing home in Oklahoma City, Ross said, "I'm home." The team also bought her a television set and clothing for a new life.

"I want to thank the whole hospital," Ross said recently. "If it weren't for Jesus and St. Anthony Hospital, I wouldn't be here to tell my story."

She won't soon forget St. Anthony and St. Anthony won't forget her.

"With the holidays approaching, the team is planning on doing something to make Ms. Ross have a memorable season," said Cindy Jackson, chairperson of the Mission Awareness Team.

**St. Anthony Hospital's Sandy Paisley (right) stepped up because Gloria Ross "didn't have anyone else."**

