

# Lifeline

Jameson Health System

Fall 2006



**CSI: Jameson**

On a Mission for

**Customer Service Improvement**

Comprehensive  
Orthopedic Care From a  
**Highly Qualified Team**

Patient Satisfaction Surveys:  
**You Speak;  
We Listen**



## President's Letter

Dear Friends,

One of our goals at Jameson Health System is to create a patient-focused culture through excellent customer service, and we feel that if we are to provide the highest quality care, we must be constantly striving to improve.

An important part of that is by paying heed to the hospital survey forms. Not only do we read them, but we also have Press Ganey, an impartial third party, read them to ensure that both the negative and the positive comments change our facility for the best. To read more about this process, turn to "We Care About You" on page 3.

We also realize that patients are able to construct a solid relationship built on trust only when they feel familiar with their physicians. This month in "Your Source for All Things Orthopedic" (page 6), we introduce you to our orthopedic physicians so that you can learn more about their specialties, their experience, and how they feel about serving you.

Finally, keeping our equipment on the leading edge is a process that ensures top-quality care. Read "The Bottom Line on Better Community Health Care" on the next page to learn how you can help with our Joining Together campaign, an effort to raise money for the expansion of the Emergency and Surgery Departments. Keeping your steps in tandem with ours allows us to keep you in the peak of health.

Sincerely,

Thomas White, FACHE  
President and CEO



## Build a Sound Workout

Listening to upbeat music can increase the effectiveness of your workout, according to a study presented at a meeting of the American Association of Cardiovascular and Pulmonary Rehabilitation. Besides boosting workout intensity, music also provides distraction from physical fatigue, helps you stick to an exercise plan, and makes exercise more fun.

To create a personalized workout CD or mp3 play list, choose songs that match the speed of different parts of your exercise routine. For a cardio workout, warm up with a slow song, include energizing up-tempo selections to get your heart pumping, and cool down to relaxing music.

Add a few even faster songs to push your workout to the next level. Make sure to update your workout soundtrack often enough to keep it fresh and fun.

## Lifeline Fall 2006

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On the cover:

Left to right: Edna Carr, Sherry Strickenberg, Tracey Proctor, Rose Adams, Gayle Pugh, Karen Adams, Sharon Ross, Rosemary Martin

# The Bottom Line on Better Community Health Care



Jameson Health System has launched a \$5 million Joining Together capital campaign to fund expansions of the Emergency and Surgical departments. Here is a look at the Health System's progress toward the \$5 million mark.

A significant percentage of hospital admissions at Jameson first come through the Emergency Department, which has seen a substantial increase in visits since 2002. Updating the Emergency and Surgical departments and expanding them by more than one-and-a-half times their current sizes is projected to enable the medical staff to better serve the increasing number of patients treated each year.

"New equipment will modernize the facilities and enable them to accommodate the procedural and technical evolution in Emergency and Surgical Care services, allowing us to provide the most sophisticated,

noninvasive techniques with greater benefits for patients," says Douglas Danko, vice president of Professional Services at Jameson.

The projects carry a collective price tag of \$12.8 million, more than half of which comes from federal, state, hospital, and other funds. To date, Jameson has raised over \$3 million of the remaining funds necessary to complete the renovations.

Jameson's Junior Guild kicked off the campaign for additional funding with a \$1 million contribution, and employees and board members have made sizable donations as well. Solicitations to the medical staff are now underway.

"The expansion of these departments is greatly needed," says Ted Wood, financial consultant and director of the Joining Together campaign for Jameson. "They will increase Jameson's capacity as the community's primary healthcare provider—extending the Health System's 75-year history of serving the people of Lawrence County with leading-edge services."

## Meet the Team

Teamwork continues to be the hallmark of Jameson Health System's Joining Together capital campaign. The following board members support Campaign

Chairman Steve Warner:

Jim Bower, MD	Chuck Adamo
Bob Bruce	Paul Colby, Jr.
Dale Perelman	Don DeCarbo
Fred Rentz	Tom Mansell
Randy Silverman	Louis Merryman
Wendall Wagner	Jerry Mitchell
Diana Whittaker	Ralph Piscinieri
Elinor Davis	Ken Romig
Tom White	

The physicians' campaign is under the leadership of Ben Ong, MD; Mohammad Ali, MD; and William Gilleland, MD.

## We Care About You

Have you ever wondered if anyone actually reads your comments on patient satisfaction surveys? Jameson Health System wants patients to know their comments are not only read, but they matter.

To let patients know how seriously their comments are taken, Jameson has partnered with an independent organization known as Press Ganey.

"We want to create as positive an environment as possible for our patients," says Linda Jaskolka, editor/director of Public Relations at Jameson. "As we go through the survey process with Press Ganey, we can find trends that give us the opportunity to improve patient satisfaction in every department. We are constantly working to improve quality and customer service."

A new process has been put into place to ensure the hospital sees and hears what patients have to say. When a patient replies to the hospital questionnaires, their responses are sent directly to Press Ganey, without being seen by anyone in the hospital until the results are sent back in a final report. This way the hospital is getting an accurate picture of its performance from an unbiased third party.

Press Ganey measures patient satisfaction and provides improvement services for more than 6,000 healthcare institutions across the United States. Using Press Ganey allows Jameson to

compare itself to other community hospitals using national rankings based on patient feedback.

"All patients should know we pay attention to and investigate each and every comment they provide," says Debra Perretta, director of Quality Management and Risk Services at Jameson. "Press Ganey helps us with this by setting strategic goals that we can attain through many different solutions for improvement. We are doing everything we can to make patients' experiences better."

*For more information about Jameson, visit [www.jamesonhealthsystem.com](http://www.jamesonhealthsystem.com).*



**CSI:**  
**Jameson**  
CUSTOMER SERVICE IMPROVEMENT

# Mission: Totally Possible

On the hit CBS television shows *CSI: Las Vegas*, *CSI: Miami*, and *CSI: New York*, viewers watch every week as crime scene investigators evaluate tiny pieces of evidence to create a “big picture” of what actually occurred. At Jameson Health System, we’ve embarked on a similar project. However, instead of reconstructing a crime scene, we’re evaluating each and every thing our employees do to reconstruct our entire outlook on customer service.

Welcome to our new Customer Service Improvement program, CSI: Jameson.

As a patient or a visitor at Jameson, you expect to receive advanced medical care from a team of caring medical professionals. Over the years, Jameson has worked hard to make sure it stays on the forefront of medical expertise and technology. However, emphasis is being made on the “personal” side of care that patients really remember.

“We wanted to focus on the attitudes, behaviors, and communication skills that our employees were using toward our patients, visitors, and other employees in the hospital and see

what kind of changes we could make that would improve the ‘softer side’ of the hospital,” says Linda Jaskolka, editor/director of Public Relations with Jameson. “We asked our employees not to focus so much on making a 100 percent improvement in one area, but to work on improving 100 things by 1 percent, and it’s already making a huge impact.”

## Getting with the Program

In late 2005, Jameson established a steering committee and advance team comprising staff from across the Health System to work with outside consultant Kent Parkhill. The committee identified areas of necessary

improvement and developed a program that their coworkers would embrace. During the next few months, the team developed a mission statement and designed the customer service program to accompany it. With the assistance of the team members, Parkhill led the first CSI: Jameson, Customer Service Improvement program at the hospital in May and met with all 1,471 Jameson employees during 52 meetings in the following months.

“The CSI: Jameson presentation was entertaining and really made us excited about the opportunity we had to change the way things were done,” says Janice Jones, a linen aide who has



worked in the Laundry department at Jameson for 10 years. “You could tell an immediate difference in attitudes, because people were more polite, more people smiled, and everyone was much nicer to each other. It really improved the confidence level we have in this department because it made us feel we were an essential part of the hospital and that our reactions to each other and to the patients were important, too.”

During the meetings, which lasted about an hour each, employees were asked to evaluate their own behaviors and attitudes within the workplace, and were then taught different techniques to improve those skills. Specifically, the employees discussed communication skills; active listening; key environmental behaviors such as opening doors, introducing themselves, and explaining services more clearly; handling difficult situations, and telephone courtesy.

“All these things are really basic, pure and simple ways of improving ourselves,” Jaskolka says. “One of the tag lines from the campaign is ‘I will make a difference,’ and it’s amazing the type of difference just one person can make.”

### Quick Improvement

Within a month of beginning the CSI: Jameson program, Press Ganey surveys began to show improvements in patient satisfaction. Patients began commenting on the friendliness of the employees, and employees noticed their coworkers were more respectful toward one another.

“Patients have always told us that everyone is nice here at Jameson, but the new attitude the staff members have is affecting everyone,” says Anna Wimberley, Central Services aide at Jameson. “It’s amazing how much difference something as simple as smiling or knocking on the door before you enter the room can make.”

CSI: Jameson is part of Jameson’s ongoing customer service focus. All new employees are shown a video of the CSI: Jameson seminars so that they can participate in the program to improve customer service for everyone who walks through Jameson’s doors.

*For more information about CSI: Jameson, call (724) 656-4238.*



**I Will Make A Difference!**

### How We Did It

Jameson Health System knows that a true spirit of customer service comes from the heart. That is why we created a Customer Service Improvement (CSI) program that would resonate with our employees.

“Improving customer service isn’t a difficult concept, but it’s easy to lose focus when you get caught up in work,” says Linda Jaskolka, editor/director of Public Relations at Jameson.

“Our goal is to help people remember that everyone is a leader in some way, and everyone has the opportunity to make a difference.”

During the educational seminars, employees participated in activities that helped them evaluate their communication and problem-solving abilities, among other important skills. As a group, they focused not only on how they could improve their weaknesses but also on how they could solidify their strengths.

“Every employee has individual gifts that make them unique and important assets to the hospital,” says Janice Jones, a linen aide in the Laundry department at Jameson. “The more we realized how much our behavior impacts our patients’ hospital stays, the more motivated we became.”



# Your Source for All Things Orthopedic

When your bones and joints need some TLC, Jameson Health System has you covered.

No matter what your orthopedic ailment, the experienced team of board-certified orthopedic surgeons at Jameson can diagnose and treat it properly. Our qualified surgeons are ready to help you overcome orthopedic problems with the help of advanced diagnostic tools and minimally invasive surgical interventions.



Dr. Graham, Dr. Gardner, Dr. Vasilakis, Dr. McGann, and Dr. Larkin

## Stuart Gardner, MD

**Years of Experience:** 22

**Specialty Services:** total joint replacement, sports medicine, trauma care

**Treating the Whole Person:** "I enjoy improving people's physical conditions and seeing the benefits of treatment," Dr. Gardner says. "In addition, I like working to improve patients' overall well-being, and they appreciate that I care about them as people."

## Timothy Graham, MD

**Years of Experience:** 19

**Specialty Services:** total joint replacement, sports medicine

**Moving Forward in Orthopedic Surgery:** "Over the past 15 years, joint replacement has been greatly refined," says Dr. Graham. "These advances have a huge influence on peoples' lives, making it possible to replace worn out joints with new ones so people can return to full lives for years to come."

## Michael Larkin, MD

**Years of Experience:** 24

**Specialty Services:** joint replacement, fracture care, adult reconstructive surgery of the hip, knee, and shoulder

**Two Key Advances:** "Two of the greatest developments in orthopedic surgery are arthroscopes and improved materials used for joint replacement," says Dr. Larkin. "Thanks to these advances, orthopedic surgery has taken great strides through the years."

## Robert McGann, DO

**Years of Experience:** 7

**Specialty Services:** knee and shoulder injuries, sports medicine, knee and hip reconstruction

**Recover in Comfort:** "The orthopedic surgeons on staff at Jameson live in the community and want to serve the community," explains Dr. McGann. "We have a wealth of expertise and provide state-of-the-art orthopedic care close to home, so patients can recover near their families and friends."

## Chris Vasilakis, MD

**Years of Experience:** 8

**Specialty Services:** fracture care, joint replacement, joint revision

**Caring for Neighbors:** "I love taking care of the people who live in my local community," notes Dr. Vasilakis. "Thanks to advances in orthopedic surgery, I'm helping my neighbors return to active and healthy lifestyles faster than ever."

*For more information about orthopedic services at Jameson, call (724) 656-4145.*

Need an appointment with an orthopedic surgeon on staff at Jameson Health System? Give them a call!

Dr. Gardner (724) 652-5100  
Drs. Graham or McGann (724) 658-5311  
Drs. Larkin or Vasilakis (724) 652-6637

Watch for upcoming issues of *Lifeline* where more local physicians will be highlighted to help patients learn more about them and their specialties.



## Welcome, School of Nursing Students

On behalf of the entire Jameson Health System, we would like to welcome the returning students, the Class of 2007, and the new students to the Jameson Memorial Hospital School of Nursing.

This fall, 54 senior students and 55 freshman students will be enrolled in the 19-month program that will prepare them for a career in nursing.

The Jameson Memorial Hospital School of Nursing was founded in 1895 and is fully accredited by the National League of Nursing Accreditation Commission and approved by the Commonwealth of Pennsylvania State Board of Nursing.

Applications are now being accepted for the Class of 2009, which enters in August 2007. For more information, contact the school at (724) 656-4052.

► Jameson would also like to welcome the Nursing and Radiography graduates who joined the staff.

## Welcome, Radiography Students

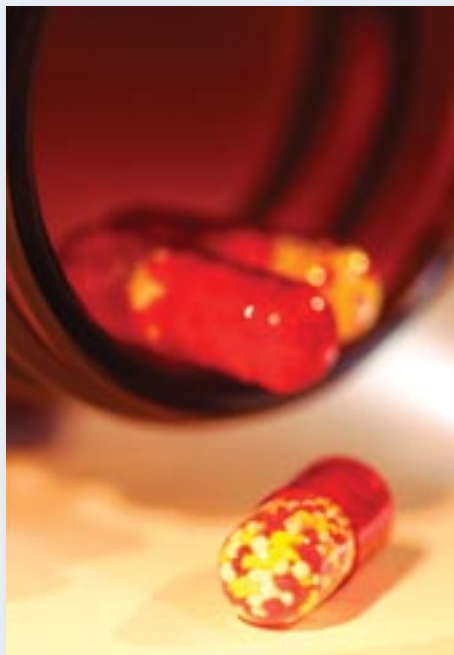
The Jameson Health System would like to welcome the class of 2008 to the School of Radiography.

The nine men and women comprising the class of 2008 were chosen from a group of more than 70 applications for entrance into the competitive program.

“Because of our small size, we are highly selective,” says David Hyser, BS, RT (R), program director at the School of Radiography. “Therefore, our teachers are able to give students more attention, ensuring a higher level of understanding.”

The Jameson Health System School of Radiography is accredited by the Joint Review Committee on Education in Radiologic Technology, and students finish the program fully prepared for the required National Registry Exam.

Applications are now being accepted for classes starting in July 2007. For more information, please call (724) 656-6134.



## Preparing for an Avian Flu Outbreak

Pandemic influenza, a global disease outbreak, is a real threat—the avian H5N1 virus has spread over much of Asia, and parts of the Middle East and Europe. The flu virus, often called the “bird flu,” is very rarely transmitted to humans but can be extremely harmful when infection occurs.

### Stock Up

Currently, there have been no outbreaks in the United States, but to protect your family in case of an outbreak, keep certain supplies at the

ready. Additionally, the following items can be beneficial during inclement weather and power outages.

- two week’s worth of bottled water
- two week’s worth of nonperishable food
- nonprescription drugs for headaches, pains, stomachaches, cough and cold, and vitamins
- prescription medication for existing conditions



When You Need  
Comprehensive Care Close to Home,

*Think of Jameson Health System.*

Jameson Health System is not just one hospital offering a few services. It is a complete community health system providing all the care you and your family need. When you are looking for quality health care for any of the services below, look no further than Jameson Health System.

- Behavioral Health
- Cancer Center
- Cardiac Care
- Critical Care
- Endocrinology
- Emergency Services
- Hospice
- Home Health
- Diagnostic Services
- Lung Center
- Obstetrics/Pediatrics
- Rehabilitation Services
- Respiratory Services
- Same-Day Surgery
- Surgical Services
- Sleep Lab
- School of Nursing
- Radiography
- Travel Medicine



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To find out more about how Jameson could improve your health, visit  
[www.jamesonhealthsystem.com](http://www.jamesonhealthsystem.com)



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