West Allis Memorial Hospital recently held a week-long celebration to help employees focus on the hospital’s future. Rick Kellar, WAMH administrator, hosted employee briefings with speakers Ed Howe, president of Aurora; Mark Ambrosius, Metro Region president; and Vicki George, Metro vice president/chief nurse executive. In addition, the event included the unveiling of a permanent history display for the hospital’s lobby.

Last year’s Holiday Food Drive collected more than 10,000 pounds of food, clothing and gifts for the Madison Street Outreach Clinic; 156 boxes of food, clothing, gifts and hundreds of dollars in gift certificates for 25 families at three parishes served by Aurora Parish Nurses; more than $2,500 in donations for the Second Harvest Food Bank, which provided nearly 19,000 meals; and sponsored gifts and the necessities of living for 40 families.

At St. Luke’s South Shore, Diane Janicek coordinated the sponsoring of 14 Cudahy families; at Sinai Samaritan Medical Center, Connie Aielo coordinated help for 50 families with a “Heart of the City” campaign; at West Allis Memorial, Kate Deakin coordinated the “Giving Tree” program, which collected gifts for 113 needy children and more than 500 food items for the Good Samaritan Outreach Center at 59th and Burnham.

This year, donations in the Metro Region will be directed to the Madison Street Outreach Clinic and families in several parishes served by the Aurora parish nurses. Metro Region’s Holiday Food Drive is one way to express concern for the needy children in the community.

Collection barrels have been placed at various locations throughout the Metro Region. The scheduled delivery date for all donations is Thursday, Dec. 17. Note that any departments sponsoring individual families will be responsible for the delivery of those donations. For detailed information about when and where to take your donations, check with the Holiday Food Drive coordinator in your area.

Any questions may be directed to Doreen Wheaton, 649-7388, or Trish Slack, 649-6147, or to the Holiday Food Drive coordinator in your area.
Representatives of Aurora's Metro Region sites often are quoted in the media on a variety of health care topics. Here's a partial list of recent interviews:

Nov. 3 Dr. Alfred Tector, a cardiothoracic surgeon at St. Luke's Medical Center, was quoted in the Journal Sentinel about the REMATCH study.

Nov. 4 Dr. Scott Kenitz, of AMG Hartford, was featured on WTKM radio as the new head of the Optometry Association.

Nov. 5 Dr. Michael D'Amico, of Lakeshore Clinic, was quoted in the Cudahy Reminder and Dr. Thomas Brand of St. Luke's Medical Center was quoted in the Bay Viewer about preparing for winter.

Nov. 6 Social Worker Janine Arseneau, of the Sexual Assault Treatment Center at Sinai Samaritan, was interviewed by Channel 6 about sexual assaults at bus stops.

Nov. 8 St. Luke's Emergency Physician Dr. John Whitcomb was interviewed by 60 Minutes-Australia about cryptosporidium.

Nov. 9 Dr. Michael Schmalz, of St. Luke's Vince Lombardi Cancer Care, was interviewed by Channel 58 about colon cancer screening kits.

Nov. 10 Dr. James Klas, of St. Luke's Vince Lombardi Cancer Care, was interviewed by Channel 58 about colon cancer and sphincter-saving procedures to treat the disease.

Nov. 11 Gastroenterologist Dr. Nimish Vakil, of Sinai Samaritan, was interviewed by Channel 4-London (England) about cryptosporidium.

Nov. 12 The South Milwaukee Voice Graphic, Cudahy Reminder, St. Francis Reminder and Bay Viewer all interviewed Linda Luedtke of St. Luke's South Shore about the recent Bucyrus donation to the hospital.

Nov. 13 Carrie Schoner, of West Allis Memorial Hospital, was interviewed by Channel 4 on eating smart without thinking.

The St. Luke's Franklin Urgent Care, Radiology and Admitting Departments recently had refresher training in emergency procedures. Leading the training is Cynthia Bauer, MD, at the head of a Resuc Anne. Dr. Bauer is a physician who works in the Urgent Care Center at St. Luke's Franklin and in the Emergency Department at St. Luke's Medical Center.
St. Luke's sweeps Mercury Awards
St. Luke's Medical Center has won the four top Mercury Awards in Milwaukee's Top Hospitals Study, conducted by HCIA and America's Health Network. The awards were presented Nov. 18. The Mercury Award is a health care industry benchmark, honoring and identifying top performance.

St. Luke's Medical Center was judged on its Quality of Care, Patient Services and Market Reputation. In addition to an overall score, the hospital was scored on the basis of performance in three major service lines: Cardiology, Orthopedics and Oncology.

St. Luke's was recognized as the Top Overall Hospital, the Top Cardiac Hospital, the Top Oncology Hospital and the Top Orthopedics Hospital in the Milwaukee market.

Another Aurora hospital, Sinai Samaritan Medical Center, won two third-place Mercury awards, one for "Overall Top Hospital" and for "Top Cardiac Hospital."

These rankings offer consumers a starting point for making informed decisions about how they choose health care. HCIA is known for using empirical data to make assessments of hospitals and setting benchmarks in the health care industry.

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The Mercury Awards are a newly created honor for excellence in health care. The awards were developed by HCIA, a health care information content company, and America's Health Network, a 24-hour health/medical cable network. Zimmer, a wholly owned subsidiary of Bristol-Myers Squibb Co., is the primary sponsor of the Mercury Awards. Mercury Awards are being presented to top health care centers in metropolitan areas nationwide this fall.

The Milwaukee area's own Olympic Gold-Medalist, Dan Jansen, was the keynote speaker at the awards ceremony here, which was broadcast live on the Internet. Full study results are available online at America's Health Network's Web site (ahn.com).

The Mercury Award name comes from Roman mythology, in which the caduceus (the medical symbol) is associated with the god Mercury as a symbol of healing.

Marketing News
Area residents will soon be receiving Aurora's Metro Region consumer newsletter, Regarding Health. The newest 10-page issue features articles about Vince Lombardi Cancer Care, pre-pregnancy planning, creatine (a sports nutrition supplement), medical breakthroughs, hearing aids and brain attack. St. Luke's Medical Center is featured in articles about hyperbaric medicine and comprehensive wound care; the Institute for Cardiac Rhythms; the new cancer counseling center; and St. Luke's Cardiac Cath Lab at West Allis Memorial Hospital.

Holiday collection in full swing
St. Luke's Medical Center employees are reminded that the annual Metro Region Holiday food and book drive is in full swing. Last year more than 10,000 pounds of food, clothing and gifts were delivered to Aurora's Madison Street Outreach Clinic to provide for those who are less fortunate. In addition, food, clothing, other gifts and hundreds of dollars of gift certificates were given to three separate parishes served by the parish nurses. The theme of this year's drive is "Feed the body, as well as the mind." To help carry out the theme, a special request has been made for donations of new or gently used children's books, as a way to promote both literacy and family togetherness.

If you are interested in volunteering your time to help with this worthwhile effort, please contact Doreen Wheaton at 649-7388 (pager number ???) or Trish Slack at 649-6147 (pager number 8534) or your area coordinator. Many volunteers are needed to collect, sort, coordinate and deliver the gifts. Donations from the entire Metro Region will be picked up on Dec. 17.

Never say "I don't know" to a customer... without offering to find an answer
Submitted by Alan Stasiewski, Manager, Service Management

When a patient or other customer asks you a question you do not have the answer to, it's all right to be honest and tell them you don't know the answer. However, for far too
many organizations, the buck stops here and employees fail to complete the second half of the equation.

For every question you don’t have the answer to, someone in your organization does. Take the responsibility upon yourself for finding that someone, rather than handing it over to the customer.

In addition, you should do the “leg work” then get back to the customer with an answer or with more information on who can help them, their phone number or extension, and when the customer can expect a call from them.

If you’re dealing with a customer in a face-to-face encounter, walk the customer over to the person who can help and explain the problem to your co-worker. Exemplary service organizations take answering customer questions one step further. For example, Walt Disney World trains their “broom sweepers” for four days. Disney found out that guests would ask the most accessible employees, the sweepers, questions before asking information booth attendants. So training covers answers to common questions such as, “Where’s the closest place to get a pizza?” “What time is the parade?” “Where’s the restroom?” Instead of teaching sweepers where the information booth is, they teach them the answers.

From: “Redesigning Customer Service Newsletter”
Organizational Development Corp.
1-800-634-1884

Welcome new employees
Muraad Abdelkarim, Transporter/Aide, Surgical Services
Stephanie Baggett, Nursing Assistant
Denise Beiersdorf, Nursing Assistant
Jeanette Bennett, OR Assistant
Mary Bessey, Technician, Emergency Department
Stacey Blocker, Patient Service Associate
Robert Burgess Technical Operations
Jennifer Burr, Admitting/Guest Services
Portia Caban, Pharmacy Tech, Pharmaceutical Services
Carol Clark, Registered Nurse
Mike Clark, Nursing Assistant
Zoriada Cordova, Secretary II, Rehabilitation Services
Charletta Daughtry, Nursing Assistant
Heather Fleming, Registered Nurse
Carol Fletcher, Business Office
Mary Forecki, OTR Occupational Therapist
Mariissa Fortin, Nursing Assistant
Kathleen Frese, Health Unit Coordinator
Kim Fuhr, Health Unit Coordinator
Dee Gabbard, Clinical Dietician, Nutrition Services
Denise Gerber-Karlinsky, Registered Nurse
Pamela Giordanengo, Pharmacy Technician, Pharmaceutical Services
Dianne Hempel Registered Nurse
Robert Hoffman, Medical Technologist, ACL
Val Holzer, Radiation Therapist, Radiation Oncology
Scott Jenquin, R.T.R., Radiologic Technologist, Radiology Department

Christina Johnson, Surgical Tech
Helen Jordan, Patient Service Associate
Tina King, Registered Nurse
Ralph Kirsch, Van Driver
Kelly KoBle, OTR, Occupational Therapist
Kathy Krajewski, Registered Nurse
Mei Krueger, Lead Material Dispatcher
Lorena Lund, Environmental Assistant, Housekeeping Services
Bonnie Mapes, Admitting/Guest Services
Jim Marty, Radiologic Technologist, Radiology Department
Cori Matuszek, Registered Nurse
Carolyn McMurtry, Health Unit Coordinator
Jennifer Michalski, Nursing Assistant
Jenny Moore, Registered Nurse
Georgia Mroczenski. Admitting/Guest Services
David Mundy, Employment Specialist
Matt Panosh, Plant Operations
Diane Parys, Nursing Assistant
Louise Paul, Nursing Assistant
David Pritzlaff, Anesthesia Tech, Surgery
Lyle Schmadl, Valet
Carl Selkey, Nursing Assistant
Gloria Sessions, Patient Service Associate
Kathryn Sieber, Health Unit Coordinator
Jenny Spaeth, Patient Service Associate
Donna Steffan, Senior Payroll Specialist
Kate Ragland, OTR, Occupational Therapist
Adrienne Roffers, Echocardiography
Barbara Tereschak, Clinical Information Services
Jodi Tess, Nursing Assistant
Diane Torkilsen, Registered Nurse
Mike Torkilsen, Registered Nurse
Dianne Torkilsen, Registered Nurse
Wendy Verona, Continuous Quality Improvement
Natasha Vogel, Employment Assistant
John Ward, Transporter Aide, Radiology Department
Lindy Watkins, Nursing Assistant
Maria Whyte, Speech Pathologist
Jacki Wiedower, Receptionist, Radiology Department
Debra Williams, Registered Nurse

Send us your news
We recognize the accomplishments of employees in this newsletter. Share news about graduations, honors, certifications earned and presentations given in the community. Send information to Kathy Muszynski by phone (920) 803-9595, fax (920) 803-9596, or preferably by e-mail (muszyn@execpc.com). Please include the name and phone number of a contact person.
It was a hectic weekend, but when Aurora Medical Group New Berlin opened for patients on Monday, Nov. 23, the chaos was under control. The new quarters are larger and a quarter mile south of the old location. The new address is 2801 S. Moorland, New Berlin; the phone number is 860-7800.

Clinic Administrator Robbie Carlson (left) and Assistant Administrator Vicki Minturn had a lot of decisions to make. AMG New Berlin staff keep their "cool" as they organize work areas.
A gift of $500,000 has been received from a local foundation that will enable Aurora’s Alternative Delivery and Community Programs (ADCP) to serve nearly 5,000 infants and their families in Milwaukee during the next two years.

Recent research is making it clear that the experiences of early childhood, especially the first months of life, have a lasting impact on brain development and on lifelong intellectual, emotional and moral capacities. In response to that research, ADCP has created a new program called The First Relationship.

The main objective of the program is to help parents understand how their earliest interactions with their newborns have a lasting impact on brain development.

Other objectives of the program include linking families with family resource centers and parent support groups; educating other caregivers, such as daycare workers, in early brain growth; and providing families with information about Aurora Teleservices, a telephone service that provides symptom-based triage, physician referral and class registration.

A key component of the program is its use of videotapes and materials produced by I Am Your Child, a national program led by Rob Reiner, the producer, director and actor, and 18 foundations and corporations.

Aurora Loss Prevention Services reminds all employees to exercise caution and patience when walking or driving near snow removal operations.

During and after a snowfall, our snow removal crews are very busy clearing snow and ice from walks and drives. While the workers do their best to watch out for other vehicles and pedestrians, we too must exercise care to avoid getting in their way and possibly getting hurt.

Snow throwers are quite noisy and the operators need to concentrate on what they are doing. Blowing snow can also obstruct their vision. We should avoid rushing past or cutting in front of them. A person doing so could easily fall in front of the machine or be struck by the snow being discharged from the chute. We also should not do anything that could startle the operators such as tapping them on the shoulder, yelling, or making sudden moves.

The same is true when walking or driving around heavy snow removal equipment such as tractors, loaders, or trucks equipped with plows. Often the operator’s vision is obstructed, especially when backing up. Also, the stopping distance of these units is greater because of their weight and the ice and snow-covered surfaces they are operating on.

The people operating the snow removal equipment are doing a very important job — one that patients, visitors and employees all benefit from. Impatience on our part will not make them go faster, but it could cause serious injury. Instead, we should all exercise patience and restraint and allow these people to do their job safely.
VNA marks National Home Care Month with legislator visits

To help Wisconsin legislators better understand the benefits of home care, the Visiting Nurse Association of Wisconsin invited state legislators to visit patients to see first-hand the benefits of this efficient and effective form of health care delivery during house calls made in November, National Home Care Month.
Metro Region hospitals scheduled for Joint Commission survey in 2000

The Metro Region hospitals — Hartford Memorial Hospital, St. Luke’s Medical Center, St. Luke’s South Shore, Sinai Samaritan Medical Center and West Allis Memorial Hospital — will be surveyed by the Joint Commission on Accreditation of Healthcare Organizations early in 2000. Teamworks recently talked with Diane Beaudry, director of quality management. The questions and answers began in the Nov. 17 issue, here are the rest of the questions and answers:

Q: What about the laboratories? Wasn’t there a separate lab survey at St. Luke’s Medical Center in 1998? Will this happen with the Multihospital Survey?
A: St. Luke’s Medical Center did have a separate, two-day Joint Commission survey in July 1998. This survey was specifically directed at those areas under St. Luke’s hospital accreditation that provide lab services that were not under the College of American Pathologists (CAP) accreditation. The Joint Commission’s lab surveys are totally separate from the hospital surveys, and are on a two-year cycle. This means for St. Luke’s those lab services not under the CAP accreditation in 2000 will come due for another lab survey, and this survey will be scheduled totally separate from the Multihospital Survey.

Q: What are the implications of this survey for AMG and VNA?
A: The Metro Region Multihospital Survey addresses only the hospitals within the Metro Region. Neither the AMG clinics nor the VNA will be included in this survey.

Q: What preparations will be made for our multihospital survey in 2000?
A: Preparations are already under way for the Metro 2000 Multihospital Survey, also known as the Metro JCAHO 2000 Project. Metro teams have been organized for each of the chapters in the Consolidated Accreditation Manual for Hospitals. Each team has a team leader or co-leader, an administrative liaison, and a quality management expert to assist with JCAHO contacts, standards interpretation and team process facilitation.

The teams and the team leaders are:

**Patient-Focused Functions:** Patient Rights and Organizational Ethics: Loretta Klassen and Sue Katz;

**Assessment:** Chris Olson; Care of Patients: Tom Woller and Jan Ziebell; Patient Education: Marie Golanowski; and Continuum of Care: Diane Beier and Diane Strack.

**Organization-Focused Functions:** Improving Organizational Performance: Marita Schifalacqua; Leadership: Mark Ambrosius; Management of the Environment of Care: Mike Connor; Management of Human Resources: Frank Cummins; Management of Information: Cathy Prak; and Surveillance, Prevention and Control of Infection: Joan Maro.

**Structures with Functions:** Governance: Diane Beaudry; Management: Diane Beaudry; Medical Staff: Barb Ross; and Nursing: Mary Cieslak-Duchek.

A special Joint Commission custom education program was held in October to provide training for the team leaders, site representatives and quality management experts. A nurse surveyor with the Joint Commission conducted the program.

The JCAHO 2000 teams are now engaged in an intensive analysis of the standards within their respective team’s chapter, and compliance with these standards currently at each site, in order to identify where any gaps in performance/compliance exist. The teams will then initiate action plans to address these gaps, with a goal of being on target with compliance effective Jan. 1, 1999.

In addition to the Metro JCAHO 2000 teams, each hospital within the region has a Site Operations Team. A Site Operations Team consists of the site administrator, site patient care services director, site director of quality management, and the site representatives from each of the JCAHO 2000 teams. The Site Operations Teams are charged with resolving any site-specific issues or barriers to site compliance, and addressing the survey logistics at the site.

The Metro Operations Committee functions as the overall Metro JCAHO 2000 Project Steering Committee to resolve any region-wide issues or barriers, and to make any other decisions or to take any other actions necessary to enable the region to meet its overall goal of accreditation with commendation in the year 2000 for all of the Metro Region hospitals.

Q: What are the new things the Joint Commission will be looking for in 2000?
A: The major change will be revisions to the Restraint and Seclusion standards. These revisions were addressed in a JCAHO satellite transmission earlier this month.
**Volleyball**

Aurora employees in the Metro Region who want to play league volleyball beginning in January should call Karen at 649-7374 (Human Resources at St. Luke's) for further information and to register. The fee is $10 for Milwaukee County residents, $20 for others. Play is Tuesday or Thursday at 7, 8 or 9 p.m., and rotates with the league schedule. Friends and spouses are welcome to join. Each team is required to have six Aurora employees. The location is Sholes Jr. High School, 4965 S. 20th St., between Layton and Edgerton.

**St. Luke's**

The Vince Lombardi Cancer Clinic will be selling raffle tickets for a Super Bowl package for two people (Super Bowl tickets, round trip airfares, five nights at the Ramada Sea Club Resort, Fort Lauderdale and a Hertz compact car rental with unlimited miles). Tickets are $10 each or three for $25. Tickets are available at St. Luke's at the Vince Lombardi Cancer Clinic, administration, philanthropy office; Aurora Credit Union and at Aurora pharmacies in the Metro Region.

**St. Luke's & St. Luke's South Shore**

Replacements for broken or deteriorated service excellence recognition pins are now available. To replace your Golden Sneaker pin, see Alice Witz, SLMC administration. To replace your Big Storm pin, see Kathie Foti, SLSS administration. Questions may be addressed to Allen Stasiewski, 649-6067.

**New Baby, Changing Emotions**

Join other new mothers. Explore causes of the baby blues. Get help. Lead by Margaret Malnory, MSN, RN, and Vani Ray, MD. Sponsored by Women's Health Services and Aurora Behavioral Health Services.

7 to 8 p.m. the second and fourth Tuesday of each month
Aurora Medical Group
4025 N. 92nd St., Wauwatosa
To register, call Laura, 427-3400.

**West Allis Memorial**

West Allis Memorial Hospital offers free health screenings. Appointments are required.

Hearing screening and referral, every Monday, call 328-7410.

Glaucoma screening, every Thursday, call 328-6115.

**Karen Yontz Women's Cardiac Awareness Center**

Dear Hearts,

Why not get a jump-start on your New Year's resolution to eat healthier? You only have "one heart and one chance."

At the Karen Yontz Center's "Holiday Cooking Class," our registered dietitian will help you learn how to recreate your favorite holiday recipes without the added fat and calories.

The Holiday Cooking Class will be held from 5:30 to 7:30 p.m. Tuesday, Dec. 7. Call 649-5767 for information and to register. Celebrate life with delicious, nutritious, lower fat foods. After all, the real spirit of the holidays is enjoying the season and reason we take time to prepare special treats — our family and friends.

Love,
Your Body
January 1999 Nursing Education Classes

The classes listed here are free to Aurora employees unless a fee is indicated in the course or class description. Courses or classes may be canceled if the minimum registrations are not received. Preregistration is required for every class and course. For information or to register, call nursing education, 647-6370, or fax the registration to nursing education, 647-4878, or e-mail on cc:Mail to nsg_ed@aurora.org.

6 Critical Care course begins
8 RN State Board Review course begins, 8 a.m. to 4 p.m., Aurora Conference Center.
To register, call Education Enterprises, Inc., 1-888-263-2337, ext. 9791, or 1-847-223-7810.
13 Basic ECG Interpretation course begins, 8 a.m. to 4:30 p.m. Aurora Conference Center.
26 12 Lead ECG: What's Normal and What's Not, 3 to 8 p.m., West Allis Memorial Hospital.
26 Critical Care Module — Pulmonary, 8 a.m. to 4:30 p.m., Aurora Conference Center.
26 Critical Care Module — Medical, 8 a.m. to 4:30 p.m., Aurora Conference Center.

Free Health Fair
10 a.m. to 3 p.m.
Sunday, Dec. 6
St. Michael's Parish
1445 N. 24th St.

Screenings include blood sugar, hearing, vision, lead poisoning, blood pressure and cholesterol. Dental screening will be provided by students of the Marquette University Dental School. Flu shots will be provided to those at risk.

Sponsored by the Parish Nurse Program of Alternative Delivery and Community Programs, Clarke Square Family Health Center, Wisconsin Avenue Family Care Center and Aurora Health Care. Other organizations involved are the Freedom Food Pantry, the Hmong American Women's Association and the Milwaukee Fire Department's Smokeout House.

For more information, call Roberta Manley, Aurora Parish Nurse, at St. Michael's Parish. She's at the Parish, 933-3143, Tuesdays and Thursdays.

Volunteers needed to help children and families

Children's Service Society of Wisconsin needs volunteer respite care providers for special needs children (physically handicapped, developmentally delayed, emotionally disturbed or children from families under stress). Respite care is the temporary care of a special-needs child so that parents or foster parents can get a needed break. For information, call 453-1400.

Hartford Memorial

Donate blood, 2 to 6 p.m. the first Tuesday of each month. Call (800) 243-5124 for an appointment.