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For the past five years, the Stork's Nest at Sinai Samaritan Medical Center has served many low-income, at-risk pregnant mothers by offering baby gifts as rewards for attendance at prenatal classes and for participation in Prenatal Care Coordination. Over the years, many kinds of gifts have been given away - from baby blankets to diapers to high chairs. The gifts have been donated by caring people who believe in the Stork's Nest mission. The Stork's Nest is currently in short supply of gifts and is asking Aurora employees to consider making donations. If you would like more information, please call Ophelia Nash, Stork's Nest Coordinator, at 219-5143.

CellularOne offers special rate

CellularOne, a provider of wireless communication service, offers Aurora Health Care employees these special rates - $9.75 per month and $0.14 per minute - with a one-year service contract. The cost of the phone is extra and varies, depending on the phone purchased. Proof of employment and credit approval is required. Other restrictions may apply. Call CellularOne at (800) 261-5000 for information.

When you're in over your head financially, it haunts every minute of the day,” says Patrick Vandenberg, manager of the Consumer Credit Counseling Service. CCCS is a program of Family Service of Milwaukee, a part of Aurora’s Alternative Delivery and Community Programs.

Access to debt counseling is offered through Aurora’s Employee Assistance Program by calling 342-4559 or (800) 236-3231. There's no charge through the EAP to access the service. Employees who want the added help and structure of CCCS’s debt management service may pay a small monthly fee.

“Income level is no barrier,” Patrick says. “We’ve helped people with six-figure incomes — even physicians and CPAs.

“Usually there’s some kind of trigger event that puts a person or family over the edge, such as job loss, the death of a spouse, a sickness or divorce. We offer reassurance, that it’s not the end of the world. Generally these predicaments are temporary.”

Massage therapy — in touch with health

“Never underestimate the benefit of massage,” says Cindy Spitza, Complementary Medicine’s lead massage therapist. “It relaxes the mind, rests the body and improves the spirit.”

Cindy leads 13 massage therapists employed by Aurora Health Care. They provide the manual art of massage therapy to patients and clients who use massage to support their health.

“No prescription is needed for a wellness massage,” Cindy says. “And employees receive a 10% discount on massage therapy services.”

Continued on page 2
Sometimes it's not an emergency that gets people into trouble, but rather the slow and steady overuse of credit. The temptation to buy now and pay later is so easy and convenient that many people don't realize the dangers of the credit trap until their debt has spiraled out of control.

CCCS exists to help people avoid bankruptcy. A bankruptcy filing keeps the family or person who declares bankruptcy from accessing credit for seven years. Currently CCCS is running an anti-bankruptcy campaign on local radio.

"Bankruptcy in our state costs the average Wisconsin household more than $400 a year in higher interest rates and increased costs," Patrick says.

The counselors at CCCS, who have backgrounds in consumer finance, work both with clients and creditors. "It's a win-win situation," Patrick explains. "Creditors get paid. And the clients win because they get their lives back. The constant worry is lifted and they can begin to enjoy life again.

"The people who are serious about solving their money problems get out of debt and stay debt free. It's not a quick fix."

To support its services, CCCS gets United Way contributions, donations from local businesses and creditors, and client fees.

CCCS has doubled the number of people it serves in the past two years to more than 4,000. Generally, counselors are available from 8 a.m. to 8 p.m. Monday through Friday.

The State of Wisconsin Dept. of Financial Institutions certifies and licenses CCCS. It is also a member of the National Foundation for Consumer Credit, a non-profit organization dedicated to educating consumers in the wise use of credit.

Know your credit rating

Patrick Vandenberg, manager of the Consumer Credit Counseling Service, says that a person's credit rating is an asset that gives access to financial resources. To help people understand their credit report, CCCS offers a service that includes acquiring the report and offering a complete review of it with the client. The service is $25.

For those who just want to get a copy of their report on their own, he suggests contacting Trans Union, the credit bureau that primarily serves the Midwest. However, some companies use other bureaus. Here's a list of the three main credit bureaus in the United States. Each charges $8 for a credit report.

<table>
<thead>
<tr>
<th>Bureau</th>
<th>Phone Numbers</th>
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<tbody>
<tr>
<td>Trans Union Corp</td>
<td>(800) 916-8800</td>
</tr>
<tr>
<td></td>
<td>(610) 690-4909</td>
</tr>
<tr>
<td>Experian</td>
<td>(800) 682-7654</td>
</tr>
<tr>
<td>Equifax</td>
<td>(800) 685-1111</td>
</tr>
</tbody>
</table>

Consumer Credit Counseling Service

Locations in the Metro Region

2433 N. Mayfair Road, Suite 300
3033 S. 27th Street, Suite 304
3200 W. Highland Boulevard
5900 N. Port Washington Road, Suite 114
414 W. Moreland Boulevard, Waukesha
Aurora’s Metro Region providing better care by improving organizational performance

This is the second in a series of Joint Commission articles intended to help employees prepare for the JCAHO survey that will be conducted at Metro Region hospitals and their outpatient sites early in 2000. This article was prepared by the Metro Region’s Performance Improvement JCAHO Chapter Team.

Performance improvement activities are designed to improve patient care by improving the processes we use to provide that care. Our performance improvement activities support our mission and help us live up to the standards outlined in the “Improving Organizational Performance” chapter of the Joint Commission Accreditation Manual.

Aurora’s Metro Region must have well-designed processes that are monitored and analyzed systematically and that improve performance. That’s a complicated way of saying we need to do the right things right. And then check to be sure that we did them. Then look for ways to make them even better.

The Joint Commission also wants the organizations it accredits to be sure that their performance improvement activities integrate the accredited organization’s mission, vision, values and goals into the process. At Aurora, our mission, vision, values and goals provide us with our purpose for improving organizational performance, both in patient care and in non-direct patient care areas.

In the Metro Region and throughout Aurora, we decide on which Care Management/Quality initiatives to pursue by looking at mission, vision, values and goals and also at other criteria, such as:

- **Volume** – There’s more benefit to improving a high-volume process.
- **Risk** – There’s more benefit to improving a high-risk process.
- **Problem-prone** – There’s more benefit to improving a problem-prone process.
- **Financial risk** – There’s more benefit to improving a process that has great financial risk.
- **Community need** – There’s more benefit to improve a process that’s based on community need.

The model for improvement that’s been implemented and is being used in the Metro Region includes three main components that provide the framework from which all improvements evolve:

1. **Aim:** What are we trying to accomplish?
2. **Current knowledge:** How will we know that a change is an improvement?
3. **Cycle for learning and improvement:** Plan, do, study, act.

Our performance measures will, in part, reflect the level of quality care provided to our patients. We are required to conduct ongoing monitoring of:

- medication use
- surgery and other procedures that place patients at risk
- use of blood and blood components
- restraint use
- seclusion, when it is part of the care provided
- care or services provided to high-risk populations

* The model was adapted from “The Foundation of Improvement” by Langely, Nolan, and Nolan, as well as Shewhart and Deming.

Continued on page 6
Cindy says that most health care workers would benefit from the stress-reducing aspects of massage. "It's the gift of touch," she says.

Aurora's massage therapists also work closely with the system's rehabilitation department to provide prescribed therapeutic massage for select injuries or problems. And as more health care providers are introduced to the benefits of massage therapy, they will be more likely to recommend it to their patients.

Massage therapy is provided at nine Aurora locations in the Metro Region, and the goal is to expand the service to locations in all regions. "Every location that offers massage therapy provides a soothing atmosphere, private room, soft lighting and music to enhance the relaxation process," Cindy says.

Aurora's massage therapists are registered by the State of Wisconsin, must have completed 600 hours of classroom and hands-on training in an accredited school, and must have passed a competency test of their core knowledge. Aurora's massage therapy sites also meet health department standards and the guidelines of NCQA and JCAHO.

Aurora Health Care offers massage therapy through the department of Complementary Medicine, a part of Aurora's Alternative Delivery and Community Programs.

For information about massage therapy, contact Cindy Spitza at 454-6570.

Benefits of massage therapy

**Physiological**
- improves circulation
- relieves muscle tension
- stimulates the immune system
- relieves chronic pain
- improves range of motion

**Mental**
- improves focus and concentration
- calms the mind
- creates a relaxed state of alertness

**Emotional**
- satisfies the need for caring touch
- enhances self image
- reduces anxiety levels

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**Enter Drawing for a Free Stress Buster Massage**

Name ___________________________________________ Daytime phone _______________________

Job title ___________________________________________ Evening phone _______________________

Department and Site ________________________________

Complete the form and send it to Cindy Spitza, MPH, Building #6, via interoffice mail or by U.S. mail to Complementary Medicine, Attn: Cindy Spitza, 1220 Dewey Ave., Bldg. #6, Wauwatosa, WI, 53213.

The winner will be drawn on July 19, so be sure to mail the form no later than July 15.
Service Spotlight

Easy-to-use lever door handles were installed on the doors of the St. Luke’s parking structure recently thanks to a service-minded employee. The changes were made because of a staff member’s encounter with a disabled patient who could not open the doors in the structure because they had conventional doorknobs.

Thanks to this employee’s “you see it, you own it, you fix it (or get it fixed)” philosophy, her persistence and her passion for excellent service, the door handles have been improved! This particular situation was discussed at one of the recently held Aurora Service sessions and the improvement project has now been completed.

Thank you also to the Maintenance Department for its important role in making this small but important improvement to our facility.

You may notice that the locksets on the northwest, northeast, southwest and southeast stairwells of the 28th Street parking structure have been replaced with lever handle locksets. The locksets in the center elevator lobbies and stairwell were replaced last year.

We get letters

To the ICU Staff:

This letter is in regards to the experience of my mother at St. Luke’s Medical Center, she was in room L3434 on May 21, 1999. I just wanted to take a moment to thank the entire ICU staff and Dr. Wolters.

Every staff member that I came in contact with was extremely helpful and professional. There was not one person on staff who wasn’t concerned with the comfort of my mother. It is very rare to find so many friendly people working in one facility. Also, I have never met such a wonderful doctor as Dr. Wolters. He made my mother and the family feel so relaxed about the whole situation. His “bedside” manner is outstanding. We could not have asked for a better doctor. So, I would like to thank you all for making an incredibly horrible situation, a pleasant one. J.D.

Metro names service director

Allen Stasiewski has been promoted to director of Aurora Service in the Metro Region. Allen brings more than 20 years of clinical and managerial experience to Aurora Health Care. For the past several years, he has been managing the service improvement efforts at St. Luke’s South Shore and St. Luke’s Medical Center. In his expanded role, Allen will be responsible for providing direction and support to line management throughout the Metro Region in the advancement of the Aurora Service Commitment.

First Impression Workshop reminder

There’s only one chance to make a first impression ...

All St. Luke’s South Shore and St. Luke’s Medical Center employees and volunteers who work in a “first impression” designated position are reminded that they must be credentialed in that position by attending a “First Impressions” workshop every three years.

This applies to the following job categories: 55/65 clerk, admitting/registration, concierge, ED triage staff, flower delivery volunteer, gift shop staff, guest assistance volunteer, housekeepers in public areas, Health Science greeter, health unit coordinator, human resource assistants, ICU family waiting, outpatient pharmacy, pre-admitting staff, pre-registration staff, receptionist, scheduler, secretary, security (parking structure, officers in common areas), servers & cashiers in cafeteria, servers &
cashiers in coffee shop, switchboard operators, answering service, valet (Health Science & main entrance), van drivers and volunteer escort/transporter.

Only two First Impressions workshops are scheduled during 1999, one on July 29 and another on Nov. 2. Each session begins at 7:30 a.m. and ends at 4 p.m. The workshops are held at the Aurora Conference Center, 2920 West Dakota. Pre-registration is required. Please call Organizational Development at (414) 647-3282 to register.

Golden Sneaker Award recipients
The following employees are the May Golden Sneaker Award recipients:
Paul Donderorn, 5LM
Patty Senk, CVICU
Cheryl Koehler, CVICU
Chaplain Vince Marolla, Pastoral Care
Phyllis Skelton, Pain Management
Dr. William Goell, Radiology
Lisa Schultz, Food Service
Barbara Parker, MRICU
Marcus Holloway, Loss Prevention
Francyne Johnson, Loss Prevention
Debbie Rugg, CICU
Shannon Carey, Respiratory
Jackie Switalski, Anesthesia

Paul Donderorn, 5LM, was selected as the Golden Sneaker Award recipient for the month of May. His nomination read: “Paul is always willing to help other staff members and will stop his own work to answer questions to help solve a problem. Paul is an excellent team player who is always willing to help out. He is always willing to come in to work extra shifts if we need him.”

Discount tickets for summer events and attractions available
Discounts to popular summer attractions are available to St. Luke’s Medical Center employees.
• **Summerfest** – Tickets are available for a reduced price of $7.
• **Wisconsin State Fair** – Tickets are available for a reduced price of $5.

• **Six Flags Great America** – Tickets are available for a reduced price of $20.50 for either August 15 or August 21.
• **Fireside Theatre** – Joseph and the Technicolor Dreamcoat
• **Circus World Museum, Baraboo, Wisconsin**
• **Noah’s Ark and Wisconsin Dells – Passports to Pleasure coupon books**

Discount tickets for all of these events are now available for purchase at the cashier’s window and at the Aurora Credit Union

Life Memorial Service set for June 22
All staff members and volunteers are invited to attend the 60th “Life Memorial” service at 7 p.m. on Tuesday, June 22 in the auditorium. Many of the families of patients who died at St. Luke’s between Jan. 1, and April 30 will be attending. The service will last about 30 minutes and refreshments will be served immediately following.

Send us your news
We recognize the accomplishments of employees in this newsletter. Please 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). The deadline for the next insert is Friday, June 18. Please include the name and phone number of a contact person.
Massage therapy sites and costs

Franklin Medical Center
Women’s Health Center
9200 W. Loomis Rd.
Franklin, WI 53132
427-3400

Hartford Memorial Hospital
Aurora Rehabilitation Center
1032 E. Sunnner
Hartford, WI 53027
670-7233

Aurora Health Center, Slinger
Aurora Rehabilitation Center
1061 E. Commerce
Slinger, WI 53086
644-2970

Mukwonago Family Physicians
225 Eagle Lake Ave.
Mukwonago, WI 53149
363-6700

Wiselives Center*
8320 W. Bluemound Rd., Suite 125
Wauwatosa, WI 53213
302-3800

Sports Medicine Institute, Mequon
12121 N. Corporate Pkwy., Suite 350
Mequon, WI 53092
463-4161

Aurora Medical Group,
New Berlin
Aurora Rehabilitation Center
2801 S. Moorland Rd.
New Berlin, WI 53151
860-7900

Aurora Health Center,
Waukesha
Ambulatory Services
W231 N1440 Hwy. 164
Waukesha, WI
53186-1503
896-6070

Friendship Village**
7300 W. Dean Rd.
Milwaukee, WI 53223
371-7316

Massage prices: $15 for 15 minutes; $30 for 30 minutes; $45 for 45 minutes; $50 for 60 minutes. Aurora employees and those over age 55 receive a 10% discount at specific sites.

* Employee discount does not apply
**Employee discount or over age 55.

Aurora has booth at GMO

Aurora employees who attend the Greater Milwaukee Open are invited to stop at the Aurora booth in the GMO Expo tent. At Aurora’s booth, visitors will be offered free golf swing analysis and free chair massages. Offering the golf swing analysis are the athletic trainers and physical therapists of the Sports Medicine Institute; offering the free chair massages are the massage therapists of Complementary Medicine, a part of Aurora’s Alternative Delivery and Community Programs.

The chair massages last 10 to 15 minutes and focus on the head, neck, shoulders, back and arms. The benefits of chair massage include reducing stress, improving alertness and ability to focus, and acting as an introduction to massage.

The GMO Expo tent is the source for official GMO merchandise such as caps, jackets and golf towels. The Aurora booth will be staffed from 7 a.m. to 6 p.m. Thursday, July 8, and Friday, July 9; from 8 a.m. to 3 p.m. Saturday, July 10; and from 8 a.m. to 5 p.m. Sunday, July 11.

South Shore names Big Storm recipients

St. Luke’s South Shore Big Storm Award recipients for May were (from left) Jim Gentil, plant operations; Joyce Bania, materials distribution; Curt Finger, environmental services; and David Littlefield, behavioral medicine. Curt Finger was randomly selected as the service provider of the month.

The St. Luke’s South Shore Big Storm Award recognizes exceptional service.
Emergency Departments to get new software

Sinai Samaritan Medical Center will be the first hospital in the Aurora system to implement FirstNet, a software program for emergency departments. FirstNet will be installed at Sinai Samaritan in late summer, then will be rolled out to the other Metro Region hospital emergency departments later this year.

FirstNet will allow for quick registration of patients, triaging of patients and tracking of patients throughout their stay in the department through the use of an “electronic greaseboard.” FirstNet also will improve the process of ordering lab work, X rays and treatments.

FirstNet is a component of Aurora’s Computer-based Patient Record project, or CPR, being developed in partnership with Cerner Corp. Through FirstNet, emergency department clinicians will have access to the clinical information in the CPR database of patients. Currently, the database includes information on patients who have been seen at the Aurora clinics that use CPR. The clinics are in Hartford, Hustisford, Slinger, Pewaukee, Racine and Caledonia. The CPR database also includes information on people who have made inpatient or outpatient visits to Sinai Samaritan since Jan. 18, when the Primary Care Clinic began using CPR. All Aurora patient records will be included in CPR when the project is complete in several years.

Questions about the CPR project may be directed to Sharon Matyas, RN, at 647-3229 or via email (Lotus Notes or sharon_matyas@aurora.org).

Providing better care

Continued from page 3

There are many examples of performance improvement activities occurring in hospital departments, clinics and the system. Our Care Management/Quality initiatives include Depression, Congestive Heart Failure (CHF), Asthma, Diabetes, Acute Myocardial Infarction (AMI), Heparin, Pneumonia (see pneumonia payoff article below), Cholesterol, Breast Care and Cervical Cancer Screening, and the Influenza Vaccine.

Metro-specific initiatives were Stroke and Blood-Borne pathogens. In 1999 Metro projects are Other Vascular Procedures, Major Bowel Procedures, Major Joint Replacement, and Care and Treatment: Alcohol Withdrawal.

If we continue to look for opportunities to improve how we serve our patients, and make changes that, through data analysis, show that the change was effective, we will be well positioned for meeting the needs of our patients as well as having a positive JCAHO survey in the year 2000.

Pneumonia quality improvement project pays off in improved care

Not too long ago, hospitals in the Metro Region looked at how they were caring for patients with pneumonia – the kind of pneumonia that responds to treatment with antibiotics.

The Care Management/Quality team that organized the project found out something incredible: Give the antibiotic four hours sooner and the patient goes home two days earlier. It sounds too good to be true, but believe it!

When the project began, the median time between presentation to the hospital and the administration of the antibiotic was 6.3 hours. Now our standard is to begin the antibiotic within three hours of presentation to the hospital. This not only allows patients to be discharged an average of two days earlier, but saves our hospitals about $2,800 per discharge.

Pneumonia was chosen because of the number of cases seen at Metro Region hospitals. With any high-volume diagnosis, there's the opportunity to reduce financial risk and to improve service to the community.

It's these kinds of improvements in patient care that the Joint Commission will be looking for us to document when the Metro Region hospitals are surveyed next year.

* Median is the middle number in a list of values: half of the numbers are above, half are below.
Aurora employee in right place at right time to help Thunder

I don’t know how I knew what to do. I just did it,” explains Nikki Wachowiak, office supervisor at Family Service’s Consumer Credit Counseling Service. Nikki was one of the neighbors who rushed to the aid of Claire Sardina, a local celebrity who is “Thunder” in the musical duo of Lighting & Thunder.

Nikki was at home one weekday because of her car’s broken radiator when she heard a loud bang and screams. Thunder’s leg had been severed above the ankle when a car struck her while she was doing yard work at her home across the street from Nikki’s house. Nikki responded and was able to apply a tourniquet to stop the bleeding and got blankets to keep Sardina warm. The tourniquet was another neighbor’s belt.

Nikki says she has no medical training, but she was a Girl Scout, her sister is a nurse and “I watch TV.”

This old house
Planning the next move – should your parents sell the family home

Friendship Village is sponsoring a seminar with Shorewest Realtors targeted to older adults who are contemplating selling their houses and want to know the pros and cons of such a decision.

The program, “Planning Your Next Move – A Program for Seniors,” will be held from 10:30 a.m. to 12:30 p.m. on Thursday, June 24, at Friendship Village, 7300 W. Dean Rd., Milwaukee. After the program, a light lunch will be served.

The seminar is designed for older adults who have questions about real estate values, how much to invest in making repairs before listing, timing the move, selecting a new place to live, selecting a real estate agent and what to expect from an agent.

The presentation by Joyce and Ken Michaels of Shorewest is designed specifically for older adults and their children. The Shorewest representatives, joined by members of the Friendship Village staff, will answer questions about selling the family home and moving to a community for older adults.

For information or to register, call 371-7353.

Friendship Village offers older adults life care that includes a continuum of living in one facility: independent apartment living, assisted living and temporary or permanent 24-hour skilled care. Friendship Village is part of Aurora’s Alternative Delivery and Community Programs.
School of Diagnostic Ultrasound Program in Echocardiography
A 35-week formal instructional program in echocardiography will be offered at St. Luke's Medical Center. Prerequisites include a two-year AMA-recognized Allied Health Occupation Training program or a bachelor's degree and 100 recent, documentable hours of patient care experience. Application deadline is Aug. 1. Tuition is $1,500 for the 35-week program. For information, call the department of radiology at St. Luke's, 649-6689.

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.

St. Luke's

Aurora Medical Group – Milwaukee West

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.

Sinai Samaritan

Hearing screenings are offered free to Freedom 55/65 members and other patients from 1:30 to 3:30 p.m. the first Thursday of every month. Registration is required by calling 219-7837.


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.

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

Marilyn Psychiatric Hospital

Support Group for those with Anorexia Nervosa and Bulimia Nervosa, 7 to 8 p.m. Wednesdays. Call 454-6502 for information.

Support Group for family members, spouses and friends of those with eating disorders, 6-7 p.m. Thursdays. Call 454-6797 for information.

Largely Positive Support Group — Promotes size acceptance and healthy self esteem, 7 to 8:30 p.m. first and third Thursdays. Call 299-9295 for information.