Two Honored with Women in Business Awards

Theresa Amerson, MD, (WPP – City Center Medical Group) and Beth Rudisill, director, (Rehab Hospital) were among those recognized by the Triangle Business Journal’s (TBJ) recent Women in Business awards program.

A recipient in the Leaders in STEM (Science, Technology, Engineering and Math) category, Dr. Amerson joined WakeMed in 2011 and is board certified in medical bariatrics. Last year she created an innovative medically-directed weight loss program to help individuals achieve a healthier life by fostering physician-patient relationships and patient-to-patient support through a shared medical appointment format. During a 6-month pilot, the 27 participants who completed the program (all WakeMed employees) lost an impressive 508 pounds! She has since expanded the model to any patient who struggles with weight management.

“Patients who are well-informed, engaged and educated have the best success in achieving their health care goals – whether it’s losing weight, recovering from surgery or managing chronic conditions,” she says.

Rudisill, who joined WakeMed in 1993 as a rehab case manager, was recognized in the Behind the Scenes category. From helping plan the Health Park and getting our Home Health program established, Rudisill has spent her career making rehabilitation services more accessible. As Rehab Hospital director, she works closely with her team to ensure that patients receive coordinated care aligned with individual goals. “Every case is unique and every patient responds differently. We want to help patients get back out into the world and accomplish their personal goals,” she says. Rudisill also volunteers with Jobs for Life and the MS Society, who named her to their National Volunteer Hall of Fame in 2010.

Heart Failure Program Reaccredited

The Raleigh Campus heart failure program was recently reaccredited by the Society of Cardiovascular Patient Care (SCPC). Accredited hospitals must integrate successful practices and follow risk stratification protocols to ensure appropriate placement of patients based on clinical presentation and response to treatment.

The SCPC surveyor, who visited in December, was extremely impressed with the stellar collaboration among physicians, team members and administrators. “We received the highest compliments for both our expertise and passion for our patients,” said Betsy Gaskins-McClaine, MSN, RN, vice president, Heart & Vascular Services. “Now, it’s time to challenge ourselves to drive transformational change in an even greater way for our patients and families who experience heart failure and stroke.”

SCPC is an international not-for-profit organization whose goal is to help facilities manage heart failure patients more efficiently and improve patient outcomes. Raleigh Campus first received Heart Failure Accreditation from SCPC in 2010; Cary Hospital received Heart Failure re-accreditation in October 2014.

The Wake Way in Action

Two employees helped make a patient’s stay – and 50th wedding anniversary – memorable.

Erly Chavez, RN, (6A CVIC) was responding to a call bell one morning when she met patient Beverly Batten. During their conversation, Mrs. Batten told Chavez that the day was a special one for her and her husband: their 50th wedding anniversary. While Mrs. Batten was a little disappointed to be spending their anniversary in the hospital, she also felt very fortunate to have her husband by her side, considering he had undergone a heart transplant years before, followed by heart failure.

When Mrs. Batten mentioned she’d love a fresh salad for lunch, Chavez made sure it happened. She told Zane Chavis (Food & Nutrition Services) about the Batten’s anniversary and he took matters into his own hands. Not only did he deliver a platter of salad and fresh fruit, he also told Mrs. Batten to choose anything she wanted for dinner.

She requested chicken salad and said it was the best she had ever tasted. “This is what I love to do,” Chavis told her, adding that if his mother or grandmother was in the hospital for such an important occasion, he would want her to have the same treatment.

“For us to reach 50 years together is a miracle. No one really wants to be in the hospital for such an important occasion, he would want her to have the same treatment.

“Thank you, Erly and Zane for being such great examples of the Wake Way!”

Preparing the Soil

What’s in a Word?

You’ll soon start hearing some different words used in association with the Wake Way to Excellence. The words – most of which are Japanese – might sound odd at first, and you may wonder why we are using them. The Wake Way to Excellence is a completely new way of doing things that uses these words to describe concepts. Unfamiliar words are used so we can learn them together, creating consistency. Here are a couple of terms you will hear in the coming months: Kaizen: “Good Change” – The Wake Way to Excellence will help us transition to being an organization focused on continual improvement and making changes that make sense for us and for our patients.

Nemawashi: “Preparing the Soil” – In order for an organization to adapt and change, we have to first create an environment where these changes will be well received and understood.

Kaizen: “Good Change”

The Building Blocks

The Wake Way to Excellence will integrate our unique culture – the Wake Way – with performance improvement principles to create a more efficient health system driven by quality outcomes. The building blocks of the Wake Way to Excellence are a set of guiding principles (compassion, respect, team work, dignity, removal of waste, innovation and others) that all staff will be expected to exemplify while keeping our patients and their families as the priority. Much more will be shared about these building blocks as they are defined.
The Women’s Hospital at WakeMed North is getting close to its due date of May 31, 2015. Construction is now more than 80 percent complete and hiring is ongoing with many of the management roles already in place.

We have contracted with Lori’s Gifts to develop a unique specialty gift boutique tailored to women. The gift shop will feature fresh flowers, clothing and accessories, home décor, kids’ items, greeting cards, stationery and more. Around the corner from the gift shop, employees and visitors will enjoy a highly anticipated full-service cafeteria, featuring a brick oven and gourmet coffee. The Food & Nutrition Services team will also provide 24-hour room service for patients.

A number of exciting events have been planned for the months leading up to opening day. Details will be shared in future issues.

Name the Space Contest

With the opening just around the corner, we have a few areas of the hospital that need a new name. Sure, we could call them “cafeteria,” “gift shop” and “conference center”... but why? With creative employees like you, we know these areas are destined to have unique and interesting names.

Send your ideas of what we should call the cafeteria, gift shop, coffee shop and conference center to microscope@wakemed.org. Submissions must be received by March 31 to be considered. Happy brainstorming and good luck!

2015 is a Joint Commission Survey Year

WakeMed will be surveyed by The Joint Commission sometime this year – probably in September. This year, Raleigh Campus and Cary Hospital will be surveyed at different times. The unannounced survey will apply both Joint Commission standards and Medicare requirements. Stay tuned for more details and opportunities to sharpen your continual readiness skills!

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Reducing waste and standardizing work along the Wake Way to Excellence

“This too many meetings and no results,” is a common complaint at any large organization – including ours. Meetings and committees help get things done and involve many people, but they also take up valuable time. WakeMed is introducing a new decision-making structure to support our strategic plan while reducing time spent in meetings – now that’s something that everyone can get behind!

Developed by a multidisciplinary team, the decision-making structure is streamlining how we make system-wide strategic and operational decisions while improving transparency. Key elements are two new teams that make high-level decisions involving multiple enterprises, require large financial investment or impact many people:

**Strategic Leadership Team (SLT):** Make strategic, systematic decisions that will help us achieve the organization’s long- and short-term goals.

**Operational Leadership Team (OLT):** Focusses on system-wide operational decisions. Among the members are physician leaders (executive medical director) in dyad partnership with the administrator for each of our four primary enterprises (Raleigh Campus, Cary Hospital, WakeMed North and Ambulatory Services & Physician Practices).

The work of the SLT and OLT will impact the future direction of our organization and their progress will be shared regularly. They will evaluate new initiatives and ideas, involving staff from throughout the organization in developing and leading those put into action.

We are also re-defining how committees, task forces and groups are formed and function. Charters will be developed and tracked for committees, task forces, groups, etc., to define their purpose and ensure that work aligns with our strategic plan. To track results, keep us on task and communicate progress, we are rolling out standardized formats for meeting agendas and minutes.

While change is never easy, this new structure should help everyone – especially our leaders – be more focused, efficient, accountable and strategic in what we do.

**Office Update**

WPP – Morrisville Primary Care closed earlier this month. Tiffany Lowe-Payne, MD, has transitioned to WPP – City Center Medical group.

**HOPDs Converting to Non-provider Based Physician Practices**

To provide greater value to our patients, WakeMed is converting remaining WPP locations that operate as provider-based Hospital Outpatient Departments (“HOPD”) to non-provider based physician practices. This means there will no longer be a hospital-based charge (often called a facility fee) associated with patient visits. All remaining HOPDs will be converted as of April 1, 2015.

**Welcome New Mid-levels**

- **Memory Dossenbach**, PA
  - WPP – Accent Urgent Care
- **Robert Crews Edens**, PA
  - WPP – Fuquay-Varina Primary Care
- **Alexandra Lavenburg**, NP
  - WPP – Neonatology
- **Jaya Reddy**, PA
  - WPP – Mid-level Program
- **Michael Wiegert**, PA
  - WPP – Mid-level Program
- **Denise Quattlebaum**, PA
  - WPP – Orthopaedics
- **Jennifer Rutledge**, NP
  - WPP – North Wake Internal Medicine

**Health Information & Utilization Management**

- **Tamra Betterton**, PA
  - WPP – Mid-level Program

**Pathology Labs**

- **Phillip Phillips**, PA
  - WPP – Mid-level Program

**Pathology Labs**

- **Phlebotomy**
  - WPP – Mid-level Program

**Policy Services**

- **Gary Block**, PA
  - WPP – Mid-level Program

**Pathology Labs**

- **Phlebotomy**
  - WPP – Mid-level Program

**OneCall**

- **Shenee Davis**, PA
  - WPP – Mid-level Program

**News from WakeMed Physician Practices**

- **Celiac Disease Support Group**
  - Cary Hospital

  **Conferences:**
  - Tuesday of each month, 6 to 8 pm

- **Comings & Goings**
  - 1/8/15 – Welcome New Mid-levels
  - 1/8/15 – Office Update
  - 1/15/15 – HOPDs Converting to Non-provider Based Physician Practices

**Health Information & Utilization Management**

- **Tamra Betterton**, PA
  - WakeMed Medical Group

**Pathology Labs**

- **Todd Asinger**, PA
  - WPP – Mid-level Program

**Pathology Labs**

- **Phlebotomy**
  - WPP – Mid-level Program

**Policy Services**

- **Gary Block**, PA
  - WPP – Mid-level Program

**Pathology Labs**

- **Phlebotomy**
  - WPP – Mid-level Program

**OneCall**

- **Shenee Davis**, PA
  - WPP – Mid-level Program

**News from WakeMed Physician Practices**

- **Celiac Disease Support Group**
  - Cary Hospital

  **Conferences:**
  - Tuesday of each month, 6 to 8 pm

  **Visit events.wakemed.org for details, including meeting times and locations.**
WakeMed received a Gold Apple Award from Prevention Partners for achieving the highest standard of nutrition excellence at the workplace. The award recognizes organizations that provide and promote healthy, affordable and delicious food and beverage options for employees and customers.

“Good nutrition is vital to good health, disease prevention and overall daily living. As we work to promote a culture of wellness, we are working hard to make it easier for staff and others to have access to healthy food options,” said Bob Nelson (Wellness). Here are just a few ways WakeMed is working to create a healthy food environment system-wide:

- Nutritional labeling in our cafeterias
- Adding healthy options to vending machines
- Hosting farmers markets for the community, visitors and employees.
- Daily WakeWell meals in our cafeterias (meals meet specific calorie, carbohydrate and sodium guidelines and are offered for a reduced price)

Prevention Partners is a North Carolina-based nonprofit organization that helps schools, workplaces and hospitals address the top three causes of preventable disease and early death: tobacco use, poor nutrition and physical inactivity.

Props for Raleigh Campus Stroke Team

The Raleigh Campus Stroke Program has been recertified as an Advanced Primary Stroke Center by The Joint Commission (TJC). The program has maintained the high quality care and safety standards that certification demands since 2006 – just a few years after this distinction was established.

The surveyor recognized many of our team’s efforts and innovations, including the Acute Stroke Timer, an iPhone app to help nurses and physicians meet the multiple timed goals in the process of preparing to administer tissue plasminogen activator to dissolve blood clots. “What a compliment for our team when the surveyor said, ‘...if I lived in your region, I would not hesitate to bring my parents here for stroke care,’” said Betsy Gaskins-McClaine, MSN, RN, vice president, Heart & Vascular Services. “The expertise, compassion and commitment shows in all we do for stroke patients. Thanks to every member of the WakeMed Stroke Team for your exceptional work.”

Right: Thanks to our dedicated staff, WakeMed’s Epic implementation in February exceeded expectations. Chris Smith, RN, manager, and the MCIU super users led their team to a winning game day!

Below: Alexander Semin, Jiri Tlusty, Andrej Sekera and Jay McClement of the Carolina Hurricanes visited WakeMed in February, bringing big smiles to Children’s Hospital patients as well as their families and staff. Thanks for visiting, and go ‘Canes!

Dee Lockridge Brown (Diabetes Program) and Barbara Honeycutt (Heart Center Administration) showed their love for heart health by volunteering at Go Red Day at the Crabtree Valley Mall.
GETTING TO KNOW

Deb Laughery
Vice President, Public Relations

When Deb Laughery joined WakeMed in 1997, she was given a not-so-simple task: build the WakeMed brand. The hospital had just become private and changed its name and it needed a new brand to go with it: one that reflected a private, non-profit health care facility, rather than a county-owned hospital. “It’s amazing how far we’ve come,” says Laughery. “WakeMed is a well-known and well-respected organization, and I’m excited about our future. Our new mission and strategic plan will change what WakeMed means to this community, and I want to help tell that story.”

Laughery grew up in West Virginia with her three sisters (one of whom is her identical twin). Her father designed computer systems and her mother worked for an insurance company. She earned a bachelor’s in journalism and a master’s in business administration from West Virginia University then started working at a market research firm. Laughery enjoyed market research and was fascinated by the data involved; she still uses those skills when planning WakeMed’s marketing and advertising strategies. When she and her husband, Tom, moved to Wyoming a few years later, she began working for a hospital, a job she found so fulfilling that it became a 30-year career. “It’s rewarding to tell the stories of how we change people’s lives and the good things we do for the community. I could never promote a product or company that doesn’t contribute in a positive way. I love helping people understand how WakeMed does that.”

Today, Laughery oversees WakeMed’s advertising and promotion efforts, community relations, web and social media, internal and external communications, media relations and conference services. The public relations umbrella includes nearly everything with a WakeMed logo – whether it’s a billboard, a mouse pad or an emergency department sign. “I’m lucky to have such an incredible team that supports one another and this organization so well. We are involved in many projects at one time, which is exciting but also challenging. Like everyone else in health care, Laughery has had to adapt to industry changes and new regulations as they come into play – something that keeps her on her toes. “Historically, hospitals promoted themselves by saying ‘choose us when something is wrong,’ but that doesn’t work anymore. We need people to know that we are here when they are sick, but also that we can help them take care of themselves and their families every day.”

Though she worked at hospitals in Wyoming, Colorado, New York City, Virginia and North Carolina, Laughery says it’s the people that sets WakeMed apart from everywhere else. “Our staff have an unwavering commitment to our patients and an incredible willingness to help one another. Some people may take that for granted, but it is not that way everywhere else.” She stays connected to the organization by getting to know people all over the organization and learning what they do, what’s happening in their areas and what ideas they have. Keeping a pulse on operations system-wide helps her be an effective leader. She is results-driven and a strong believer in giving people autonomy: “It’s important to give people enough space to do their work without micromanaging. That’s when you get innovation, creativity and true teamwork, which is so important to success.”

Outside of work, Laughery enjoys cooking, playing tennis, going to sporting events and spending time with her family. She and Tom have two sons – Zane and Austin – who are both in college, as well as a Brittany spaniel named Lucy. Her favorite vacation destination is the family cabin in Wyoming, which they visit annually to relax, hike and – Laughery’s favorite – fly fish. “The cabin is outside of Yellowstone and 50 miles from the nearest town. There is no television, no internet, no grocery store – and it is fantastic.”

APRIL

Diversity & Inclusion Awareness Month at WakeMed

Rayne April. WakeMed recognizes Diversity & Inclusion Awareness Month to encourage respect, tolerance and sensitivity to cultural differences. With the needs of our diverse patient and staff population in mind, the WakeMed Diversity & Inclusion Committee has been working hard to develop some new and exciting ways to celebrate diversity this April. Some of the initiatives include:

- Interactive displays and activities in the cafeteria
- Classes and round-table discussions for all staff
- Departmental covered dish luncheons
- Developing a WakeMed cultural heritage recipe collection

The committee is also creating a WakeMedWeb site that will be a useful repository for ideas, information and reference information. Stay tuned to the WakeMed Weekly and WakeMedWeb for details about those and other activities taking place in April. If you want to learn more or get involved, contact Ylenia Sharif at ysharif@wakemed.org.
E

cellence! Energy! Pride! That’s what was demonstrated at the Clinical Nurse Council Annual Poster Presentations in December. Joined by nursing leaders from across the system, Unit Council representatives and peers shared posters that highlighted practice initiatives founded on the principles of Magnet: leadership, exemplary and empowered practices, and innovation. As Harriet Stephenson, director of Nursing Education shared, every year the creativity and expertise is more pronounced.

I hope by now you’ve each had an opportunity to review the examples of excellence shared in our Division of Nursing Annual Report. If you haven’t, I encourage you to pick up a hard copy or check it out online to learn how WakeMed Nursing is setting a new standard of excellence in nursing care and caring. As you review it, remember there is far more to share, which we anticipate doing when our Magnet Appraisers arrive. Stay tuned for updates.

I hope you feel the excitement in the air – and that, like me, you are always proud to be a WakeMed nurse.

Way to Go, Certified Nurses!
March 19 is Certified Nurses Day
Currently, 30 percent of WakeMed nurses are specialty certified and our numbers are growing! If 2015 is your year to seek professional certification, WakeMed supports that journey in several ways:

Certification Reimbursement
WakeMed provides reimbursement to eligible employees of up to $300 for one specialty certification exam fee or re-certification fee per fiscal year. Employees are reimbursed once they pass the certification exam. To learn more, visit the Human Resources page on the WakeMedWeb.

Success Pays
Nursing Education has partnered with the American Nurses Credentialing Center (ANCC) to make it more affordable for our nurses to receive national certification. SUCCESS PAYS offers eligible nurses the opportunity to sit for an ANCC nursing certification exam at no cost. Employees pay nothing up front and have two opportunities to take the exam – both for free! For more information, see the Nursing Education WakeMedWeb page.

Helton Awardee Program
Administered by the WakeMed Foundation, the Helton Awardee Program is available to assist with educational materials or review courses related to certification (not certification exam fees). For more information, visit www.wakemedfoundation.org.

Our Magnet Journey
This month we highlight a few more of our Sources of Excellence that we published in our Magnet document.

EVIDENCE OF EXCELLENCE: Exemplary Professional Practice
A Team Approach to Improving Outcomes
Achieving quality outcomes for congestive heart failure patients is a team effort. On 6A CVICU, structured multi-disciplinary rounds provides the care team, patients and their support persons the opportunity to collaborate on the care plan. Patients partner with each member of the care team during their stay. 6A staff devised a tool to facilitate the rounds; the tool is updated daily, thus making the care plan always relevant. Congestive heart failure rounds prepare patients for self-care post-discharge and assist in reducing their chances for readmission.

EVIDENCE OF EXCELLENCE: Structural Empowerment
Bradycardia, Apnea and Desaturation (B.A.D.) Episodes Project Reduces Length of Stay
Led by an interdisciplinary team, this project helped reduce NICU average length of stay (LOS) for extremely low birth weight infants to less than 90 days. How did they do it? First, they learned that B.A.D. events were being defined differently, so they were not documented or treated consistently. After conducting a literature review and collaborating with other organizations, NICU staff standardized their care using best practices. Armed with a standard definition and a new charting tool, all providers now share a consistent message and have improved the discharge planning process.

WakeMed Honors Nurse Leaders
In October 2014, the first Nursing Leadership Excellence Award was given to Pam Groos, BSN, RN, manager (6C Surgery/Trauma). Since then, two other leaders have been recognized: Sandra VanScoy, BSN, RN, manager (3B CVSIC) and Janice Neff, BSN, RN, (Nursing Administration). These leaders were honored for their unique contributions to nursing at WakeMed, to our patients, and to the health of the organization as an entity. A standing ovation by their peers – 150 strong – accompanied these surprise awards.
Magnet Journey Highlighted at CNC Poster Presentations

In December, WakeMed hosted the 6th Annual Clinical Nurse Council (CNC) Poster Presentations at Cary Hospital. This year’s theme was the Magnet Journey: Patient Outcomes, Best Practice, Healthy Work Environment and Shared Decision Making. “The Magnet Journey engages individuals across our health system and gives us an opportunity to improve clinical practice,” said Harriet Stephenson, MSN, RN, director (Nursing Education). "It was exciting to see the amazing work being done and the positive impact on our patients and our outcomes in general.”

CNC representatives evaluated ‘best-in-show’ for the following categories: most creative, best use of evidenced-based practice to support interventions, best use of data, most likely to implement on your unit and overall favorite. The posters are on display in their respective units and they will be available to all WakeMed staff during Nursing Education’s annual poster presentations:

Raleigh Campus
Conference Dining
Thursday, April 30, 7:30 am to 7 pm

Cary Hospital
Conference Dining
Monday, May 4, 7:30 am to 1:30 pm

Katie Tisch, RN, and Chris Smith, BSN, RN, (both of MICU) shared their unit’s efforts promoting progressive mobility within the ICU.

Below: Deanna Buchanan, RN; Carol Weichel, BSN, RN; Jennifer Sollami, MSN, RN; and Tina Johnson, RN, (all of Emergency Department – Cary Hospital) took a cue from pop music when creating their poster, “All About that Pace,” focusing on their quality improvement project of reducing time in the ED.

Julia Salas, BSN, RN, (CV Testing) represented her unit with her presentation titled “Putting the Pieces Together.”
CALENDAR OF EVENTS

April 1 is National Walking Day
Lace up your sneakers and get some fresh air on April 1 as part of National Walking Day! Walks will be planned at many WakeMed facilities. Check the WakeMedWeb and WakeMed Weekly for details.

Bike Meet-Up Group Begins in April
Spring is in the air and WakeMed is taking to the trails – the Raleigh Greenway trails, that is. Join your friends and coworkers for a weekly bike ride every Monday from April through September. The group will meet in front of the Andrews Center at 5:15 pm and head to the nearby greenway. All skill levels welcome; no one will be left behind. For more information, contact Bob Nelson at 919-350-6903 or homelson@wakemed.org.

To help you plan ahead, this calendar lists upcoming system-wide events, training classes and community events. For details and fee information, visit the WakeMedWeb. Send calendar submissions to Public Relations or email microscope@wakemed.org.