

# the news in General

A PUBLICATION OF LAWRENCE GENERAL HOSPITAL

## LGH first in region to offer new texting service for ER wait times

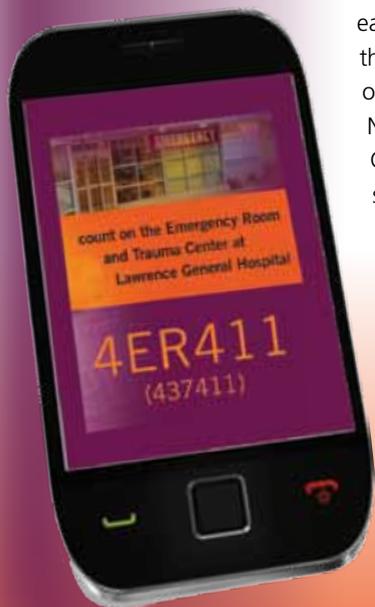
Lawrence General Hospital is now offering a free automated text messaging system to its service area. The new messaging system will allow the hospital to send accurate wait times for their Emergency Room and Trauma Center to their community via cell phone text message. Lawrence General Hospital is the only facility in the Merrimack Valley to offer this service to residents of Andover, Boxford, Dracut, Haverhill, Lawrence, Lowell, Merrimack, Methuen, North Andover, Tewksbury and in New Hampshire – Atkinson, Derry, Plaistow and Salem.

Emergency Center patients in the Merrimack Valley can easily, economically and immediately access wait times and directions to the ER and Trauma Center, via their cell phones. The patient only has to send a text message of "LGH" to the phone number 4ER411 (437411) from any cell phone in any of the designated zip codes; within seconds, the text sender will receive a current wait time in return. Lawrence General encourages you to add the number 437411 to the contact list in each of your family's cell phones. Lawrence General advises that if a person is experiencing symptoms such as chest pains, severe abdominal pain, multiple injuries, breathing difficulties, deep cuts, bleeding that will not stop, coughing or vomiting blood, severe burns, or you may be in labor, call 911 immediately because it may be more effective and safer, than driving to the ER.

"With over 70,000 visitors to our 41-bay Emergency Center each year, some community members are surprised to hear that the large majority of our Rapid Medical Examinations occur in less than 15 minutes of a patient's arrival," says Neil Meehan, M.D., Assistant Director of the Lawrence General Hospital Emergency Center. Meehan goes on to say, "In order to provide accurate wait times to the Merrimack Valley and to southern New Hampshire, and use technology to increase patient satisfaction and communication flow, we are thrilled to be providing this new ER texting service, free of charge, to the members of our community." The new service will also be available, with a single click, on the new Lawrence General Hospital website, due to launch in the spring of 2011.

**facebook**

For more information about Lawrence General Hospital, join over 900 fans on the Facebook page. 



## President's Fund UPDATE



**T**he new President's Fund Leadership Society at Lawrence General is off to a solid start in 2010-2011, with nearly 90 individuals, employees, companies and foundations donating at leadership gift levels of \$1,000 or more to Lawrence General since October 1st, the start of our fiscal and campaign year.

Lawrence General will be unveiling a new, permanent lobby plaque later in 2011 to recognize and thank all of those supporting our community hospital at the leadership levels. The current focus is our upcoming \$500,000+ renovation of Lawrence General's Pediatric Center, in celebration of the recent arrival of the Pediatric Hospitalists from Floating Hospital for Children at Tufts Medical Center. Nicholas S. Zaharias, Vice President for Marketing and Philanthropy states "We are excited by the early response, and grateful patient Gene Doran's generous \$25,000 matching challenge certainly created great buzz for us this fall. Our recent clinical affiliations with both Beth Israel Deaconess Medical Center and Floating Hospital for Children have excited many donors and potential supporters, and we are certainly thankful to all the members of the community,

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# Campaign to Improve Patients' Experiences

**Lawrence General has started a major campaign directed at improving our patients' experiences when they come to the hospital.**

November was the kick off month for the campaign and was celebrated with a Patient Experience Fair in Kurth Auditorium. 916 employees attended the fair and were educated regarding Lawrence General's publicly reported data concerning patient satisfaction. In addition several members of the Patient Family Advisory Council made the trip to LGH specifically to visit the fair. Much of the fair focused on information concerning the emerging Patient Family Centered Care movement which is transforming the patient experience in numerous hospitals across the USA and internationally. In addition displays at the fair educated staff members regarding the requirement for all hospitals to participate in formal satisfaction surveys administered by companies such as Press Ganey. Attendees had the opportunity to see actual LGH Press Ganey scores and to learn about the major effect patient satisfaction survey scores have on hospital finances. Many staff members were surprised to learn that insurance companies adjust reimbursement rates based on how well the hospital ranks on such surveys. The message was very clear that providing our patients with the best experience possible is a priority not only because it is the right thing to do but also because it is essential to LGH's continued growth!

In addition to the various displays employees were treated to popcorn and the movie "It's a Dog's World". Feedback on the film was very positive and Human Resources is planning on incorporating the film into every new employee orientation.

The highlight of the Fair occurred when Dianne J. Anderson, President and CEO



presented the very first "Best in Patient Experience" trophy to the Dietary Department in recognition of the work they have done to significantly increase Press Ganey scores surrounding food services. Along with the trophy, the dietary department was awarded a reserved parking space in the Emergency Center garage for three months.

All hospital departments are eligible to win the trophy (and the parking spot) which are going to be awarded quarterly to the department that comes up with the best Performance Improvement initiative aimed at improving the patient experience. Several members of the hospital's newly formed Patient Family Advisory Council have volunteered to act as judges for the contest. Applications to enter the contest must be filled out in order for a department to be considered for the award and are available on the LGH information portal, along with copies of the scoring forms the judges will be using to determine the winners.



Stay tuned for upcoming activities the Patient Experience Committee has planned to keep the spotlight on patient satisfaction at LGH. There will be regular updates quarterly in the cafeteria for day and evening staff and members of the committee are also planning on coming in periodically to chat with night staff regarding the importance of this initiative.

The Patient Experience Committee's goal is to remind every employee that providing each patient with the best experience possible is up to all of us. 🍪

# One Year Anniversary for Lawrence General's Tobacco-Free Campus

Lisa Cole RN, clinical manager at Lawrence General Hospital, was ready to quit smoking after 28 years. Lisa knew she needed to find the right time to quit and decided she would be successful if she tried in conjunction with Lawrence General's decision to institute a tobacco-free campus. She knew if she expected her staff to make this commitment, she would have to do the same. Today, Lisa has been tobacco-free for one year and attributes our tobacco-free campus to saving her life.

In celebration of the smoke free campus anniversary, Lawrence General Hospital partnered with the North Essex Tobacco-free Community Partnership, a program of Greater Lawrence Family Health Center, and the Massachusetts Tobacco Cessation and Prevention Program, in the Ex-Smokers' Hall of Fame program. All ex-smokers from the hospital were invited to join. Eleven employees generously shared their powerful quitting story in the hopes of inspiring other smokers to quit. Lisa was the first employee to step forward and share her story.

At an afternoon reception on Wednesday, November 10, 2010, Dianne J. Anderson, President and CEO of Lawrence General welcomed and congratulated all eleven new Hall of Fame ex-smokers. Forty hospital employees and community members came together to recognize the former LGH smokers and read their compelling stories featured on beautiful display boards.

*These eleven Hall of Fame ex-smokers have a combined total of three hundred years of smoking and the amount of time they have been smoke free ranges from one to thirty eight years. They are each proud of their accomplishment, and we are proud of them!*

Richard Battles, Director of the Respiratory Department at Lawrence General Hospital, and one of the Ex-Smokers' Hall of Fame participants shared his quit story. He spoke about giving up his pack and a half a day addiction to cigarettes after 12 years. "I could no longer try to convince my patients not to smoke when I was a smoker myself." Today because of his personal understanding of tobacco addiction, Dick is able to provide more sensitivity when counseling smokers.

Diane Knight, Director of the Tobacco-free Community Partnership, a program of the Massachusetts Tobacco Cessation and Prevention Program said, "It was a privilege to listen to the touching stories about how and why participants quit smoking." Ms. Knight presented Hall of Famer's with a certificate of recognition and a rose to thank them for being involved in the project and for inspiring others to quit through their stories. The participants in attendance were Lisa Cole,

Richard Battles, Arthur Kirk, Terri Guenard, Joanne McEnaney, Arthur Scott and Eileen Burke. Four participants were unable to make the reception, but were also recognized: Elaine Warwick, Karen Palermo, Kelly Walsh and Marcia Fiasconaro. Lisa Cole RN, Clinical Manager shared her inspirational quitting story at the event as well.

Several of the participants quit using various methods, such as Chantix, or other medications, individual counseling and support groups. Knight commented, "Each story is a story of success and triumph, and for many, of a life-changing choice." This program will continue to grow and expand as more quitters come forward to share their stories, in an effort to inspire others to quit smoking also. If there is anyone in the community who is a former smoker and would like to be a part of the Ex-Smokers' Hall of Fame, they can contact Diane Knight at (978) 722-2864 or [dknight@glfhc.org](mailto:dknight@glfhc.org). 



# Introducing Community Medical Associates (CMA)

This practice is patient and family-centered, providing care by some of the best doctors in the Merrimack Valley. They offer the ultimate convenience – open access appointments made when it's convenient for the patient. The CMA physicians have over 40 years of experience caring for area families, from pediatrics to geriatrics, and everyone in between. Their Open Access Scheduling™ means an appointment is made on the day and time that works best for a patient, and same day and next day appointments are easily scheduled. One of their physicians will be directly in charge of a patient's care at the hospital, when admitted.

**Miguel Cabrera, MD**, Adult Internist  
Residency: Harbor Medical Center, Baltimore, MD

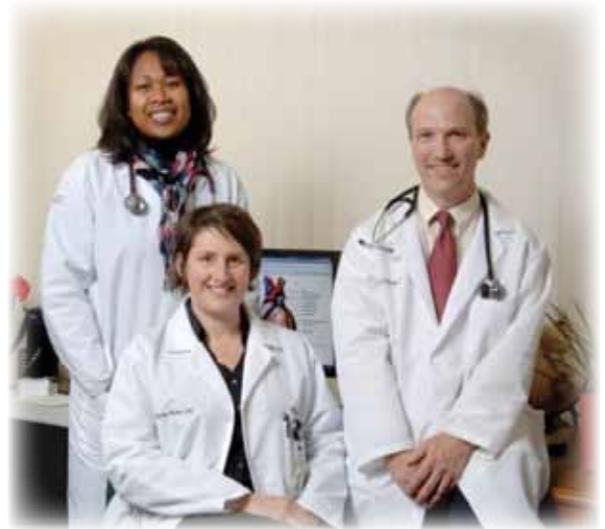
**Nelson Matos, DO**, Family Medicine  
Residency: Lawrence General Hospital, Lawrence, MA

**Robin Mayfield, MD**, Adult and Pediatric Physician  
Residency: University of California, San Francisco, CA

**Glennon O'Grady, MD**, Family Physician  
Residency: Brown University Family Medicine Program, Pawtucket, RI

**Emily Walker, MD, MPH**, Family Physician and OB/GYN  
Residency: Hartford Hospital, Hartford, CT

**Jane Williams-Vale, MD, MPH**, Family Medicine  
Residency: Albany Medical Center Hospital, Albany, NY



Doctors Jane Williams-Vale, Emily Walker, and Glennon O'Grady

*"Our unique practice provides care for you and your loved one in the outpatient setting as well as in the hospital setting, if that need arises. We strongly believe in the continuity of medical care, so that if a child or adult in our practice needs hospitalization at Lawrence General Hospital, one of our CMA physicians will be caring for you while you are hospitalized."*  
– Dr. Jane Williams-Vale



Request an appointment, prescription refills, get test results and communicate with your physician about non-urgent medical issues all online with MyLGHCare at [www.mylghcare.org](http://www.mylghcare.org)

## Employee notes

"Good-bye," is not an ending  
when you know that I will always care...  
for miles have come between us  
but warm thoughts will always be there.

"Good-bye," is not an ending  
but a different beginning for me today...  
within my heart I'll always have  
a special part of having known each and everyone of you.

Greeting to all of you that I have known for years and did  
not have a chance to say  
good-bye!

Judy Dionne, Pathology

Dear fellow LGH employees,

Our entire family was overwhelmed by the care and kindness we all received during our sister's time spent on H5. Mary Beth passed away on December 13 but we'd like to say thank you to everyone for their support and kind words of sympathy and gestures of kindness and sincere caring, which brought us much comfort. We are proud to work with such a great group of people!

Thank you,

Michel Phaneuf, RN, R3 and Christine Lees, RN, H5

# LGH is the Lead Sponsor of Popular Youth Basketball League

The Andover/North Andover YMCA announced that Lawrence General Hospital will be the lead sponsor of the Y's Youth Basketball League. This represents the hospital's ongoing commitment to youth development in the areas of health and wellness, and is a major, short-term focus of a growing partnership between the two vibrant community organizations.

"We are very excited about this partnership to improve the health and welfare of the children throughout our community. Lawrence General Hospital is committed to improving the lives and experiences through our comprehensive Community Benefits program. Ongoing planning identifies the key regional needs, and we provide financial resources when possible to address them through both direct patient care to individuals, and via dynamic program sponsorships like this one with the YMCA" adds Lawrence General Hospital President and CEO Dianne J. Anderson.

The YMCA's Youth Basketball League is for youth in grade levels 1st through 12th and runs from December 2010 through March 2011. With over 500 families participating each year, YBL is a family-oriented program with adult volunteers that coach, referee and run the scoreboard. The program prioritizes equal playing time for all players and runs over full capacity each year. Through its sponsorship, LGH will directly support the families in need of financial assistance assuring that everyone is able to participate in the program.

"We are proud to partner with Lawrence General Hospital to make healthier lives achievable for more than 500 youth through our youth basketball program," says Stephen C. Ives, President & CEO of Merrimack Valley YMCA. "Through partnerships like this we can make a difference in our community and provide opportunities for families to be physically active while having fun at the same time."

Other aspects in this ongoing partnership will include the development of health & wellness educational activities using the expertise, facilities and staff of both organizations and Lawrence General's support of programs & activities at other branch locations of the Merrimack Valley YMCA. LGH and the YMCA will also work closely to develop integrated volunteer opportunities for the staff of both organizations throughout the year. ♿

Over 500 players proudly wear the Lawrence General logo prominently on the back of their uniform. At right, our 19 foot banner hangs in the Andover gym.



# LGH goes Hollywood

On Thursday, January 20th, Dr. Dan Charles Hale, Medical Director, Pediatric Hospitalists Program, joined by four great kids from the local Merrimack Valley and clinical staff members from Lawrence General's Pediatric Center, served as talent in a professional video photo-shoot. By completely transforming the main waiting area in the South Pavilion into a mock Pediatric room, fully staged with equipment from the unit, our production company was able to shoot fantastic footage that was used in Comcast commercials, and now has been distributed to 300,000 households, and in our beautiful new Pediatric promotional brochure mailed out to over 26,000 local households! Both the full color, 4 panel brochure as well as the Comcast commercials are cornerstones of the robust marketing campaign. They highlight the benefits to patients, families and physicians alike offered by Lawrence General's new clinical affiliation with Floating Hospital for Children at Tufts Medical Center. Look for the familiar faces of your friends and fellow employees in mid-February as brochures hit mailboxes and the commercials air on A&E, the Food Network, Lifetime, HGTV, E!, ABC Family, Oxygen, and the Travel Channel.

Gone are the days when families from the Merrimack Valley and southern New Hampshire felt as though the best medical care for their children was only available in Boston. The partnership between Floating Hospital for Children and Lawrence General Hospital delivers a new level of comprehensive pediatric specialty care to our local community.

#### To view the LGH commercials:

visit our Facebook page under the "video" tab, or on YouTube at [www.youtube.com/watch?v=HuKCjXE8tQ0](http://www.youtube.com/watch?v=HuKCjXE8tQ0), or [www.youtube.com/watch?v=jNRWmGfgT1I](http://www.youtube.com/watch?v=jNRWmGfgT1I)



## **PRESIDENT'S FUND UPDATE, continued from cover**

local corporations, physicians, nurses, employees and friends who have stepped up to support our mission of vastly improving local care, especially pediatric care, for our region."

For more information on the Lawrence General Hospital Pediatric Center Campaign or the new President's Fund, please contact the Lawrence General Advancement Office at 978-946-8099. Online gifts are also welcomed at: <http://tinyurl.com/2fnh123>.



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Taking part in the social media revolution, LGH's Facebook page has surpassed 900 fans! Never miss a beat with constant updates on community health, advancements in our latest programs and services, event information, links to news and resources, awards, photos and other good news. Get connected today!