

# IN TOUCH



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## Southeastern primary care: *Health care close to home*

A provider who knows you and your family—and understands your health care needs. Convenient services when and where you need them.

You don't have to drive far to find the primary health care services you need. A growing network of Southeastern Regional Physician



Dean Ruth

Services primary care clinics has a big part of the region covered with easy access to high-quality health services.

"Our goal is to take health care out to the communities to better serve them," says **Dean Ruth**, director of Southeastern Regional Physician Services. It is, says Ruth, one of the ways Southeastern Regional Medical Center works to help improve the health of the communities it serves.

### **A medical home**

More than a dozen primary care clinics can be found throughout Robeson and three neighboring counties. The clinics provide a wide range of health care services, including:

- Routine checkups.
- Immunizations.
- Wellness care.
- Acute care treatment of minor illnesses—from sore throats to earaches and more.
- Care of chronic health conditions—for example, high blood pressure, diabetes, asthma or thyroid disease.

Many locations also offer on-site x-ray imaging, as well as lab services, including:

- Urinalysis.
- Pregnancy tests.
- Strep tests.
- A1C blood sugar checks for diabetes control.

### **Quality care, quality providers**

Most of the primary clinics in Southeastern's network are family practice offices. This means they can care for people of all ages—from kids to seniors.

"All of our primary care locations are open to new patients," Ruth notes. "We get people in very quickly, and we would be happy to serve their health care needs."

The clinics are staffed with physicians, nurse practitioners and certified physician assistants. They take time to get to know their patients—who are also their neighbors—Ruth notes.

The primary care clinics are moving toward a patient-centered medical home model, Ruth says. In part, that means helping people become proactive with their health care—for instance, by providing reminders for preventive screenings. And if you need a specialist, they'll walk you through the process and help you follow through.

What's more, the primary and specialty clinics share the same electronic medical records system. This helps ensure coordinated care among your providers.

### **Bringing specialists to you**

Should your primary care provider refer you to a specialist, there are many available within Southeastern's vast network. It's even possible that one might come to you. Recently, Southeastern has begun rotating orthopedic surgeons, cardiologists and mental health professionals out to many of the primary clinics. For example, that might mean someone who needs to be seen by an orthopedic surgeon can simply return to his or her primary care clinic for a scheduled appointment, rather than driving to another location.

That's another way to provide convenient access to care, Ruth says. And the program may soon be expanded to include other specialty areas, such as endocrinology for diabetes care.

### **Better health for all**

Last fall, Southeastern Regional Medical Center opened a convenient care clinic in the Walmart store in Lumberton. Basic health care services are offered with extended evening hours every day of the week—no appointment necessary. You can also get services such as flu shots and sports physicals.

Other expansions of services are also planned that will bring more providers and services to health care sites in the area. "Our goal is to improve the health of our communities," Ruth says. "As we continue to expand, that's our goal. That's why we're there."

For more information about Southeastern's primary care clinics, log on to <http://www.srmc.org/main/ourservices/physicianservices/primaryclinics.html>

## From the president

During the week of May 6-12, medical centers around the national will be celebrating National Hospital Week, themed *Making Miracles Happen*, and National Nurses Week, themed *Nurses: Advocating, Leading, Caring*.

Southeastern Regional Medical Center is no exception as we have a number of events planned in celebration of our outstanding employees, medical staff and the community we serve.

On Saturday, May 5, Physician Services is teaming up with Southeastern Heart Center, Community Health Services and the Diabetes Community Center to host a community health fair. The event will be held in our new Southeastern Health Mall located on the campus of Biggs Park Mall and will offer free health screenings and information about the many services we provide.

We will also offer educational sessions from noon to 1 p.m. daily May 7-11 at the Community Health Education Center (CHEC) in Biggs Park Mall. Speakers will include hospitalists, cardiologists, family care practitioners, oncologists, and palliative care professionals, to name a few.

Mark your calendar to join us for these special events to help raise awareness of the value of our medical center and our skilled nurses to the overall health and well-being of our community.



Joann Anderson,  
President/CEO

*Joann Anderson*  
Joann Anderson, MSN, FACHE  
President/CEO

### Quality spotlight by Quality Management Director **Laura Barrett**

Our mission at Southeastern Regional Medical Center is to provide quality regional health care in a safe, compassionate and efficient environment.

How do we know if we are providing quality care and how is it defined? There are many processes and many departments involved in evaluating the care Southeastern provides. Much of Southeastern's data is publicly reported, which means you can find out the results, as well as other hospitals' results, on many websites. Employees of Southeastern may also refer to Intranet resources by locating the teal banner at the top of the home page and clicking on the "TJC/Quality" website link.

Once you click on this link, on the far right of the screen, there is a section called "Performance Improvement." Under that section, there is a link called Quality and Safety Oversight (QSO). What is QSO? QSO is the committee authorized by the Board of Trustees to oversee the quality of care and services that are provided at Southeastern. The Fiscal Year 2012 dashboards for all areas of the organization are included on tabbed spreadsheets. There are spreadsheets for Physician Services clinics, Gibson Cancer Center, Southeastern Heart Center, and Surgical Services, among others. An example of Surgical Services' dashboard can be seen below:

	FY '12 Goal	Outcome Metric	Oct	Nov	Dec	Jan
SCIP (Surgical Care Improvement Project)		Bundle Compliance (1,2,3,4 VTE 1,2 and Cardiac )	97%	100%	99%	not avail
Turn Around Time (Lower is better)	25	OR turnover time (patient out to next patient in)	26	26	26	25.7
On time starts (First start) (Higher is better)	46	First Case % of on time or early starts (within 59 seconds)	37%	39%	41%	57%
Block Utilization (Higher is better)	80	% Block Utilization	74	80	80	81

So what does this mean? As can be seen on the website, green is good! Sometimes a high number is good, sometimes a low number is good. For Surgical Services, when time is involved, each minute "lost" is equal to \$350. When items are red two months in a row, the area meets with the Quality Management department to develop an action plan and then reports to QSO.

How are measures chosen? Some are required by regulatory agencies, some are publicly reported, and some are areas in which we know we need to improve.

Where else can employees find information that relates to quality and safety on the Intranet? On the same teal banner, under "Other Departments," the Risk Management department has a link for a legal affairs newsletter. The Process Excellence department also has a link that describes all current and past Lean projects.

What quality indicators are measured in your department? If you don't know the answer, check with your leader. The Joint Commission requires ALL departments to be involved in performance improvement activities.

### Emergency Services names new medical director



John Reed, M.D.

**John J. Reed, M.D.**, has been named medical director of Southeastern Regional Medical Center's Emergency Services department and is affiliated with Emergency Medical Associates (EMA) of Lumberton. He also serves as the medical director for Robeson County Emergency Medical Services.

Dr. Reed began practicing emergency medicine at Southeastern in 2009. Before coming to Southeastern, he directed emergency operations at Cape Fear Valley Medical Center in Fayetteville, N.C. for six years.

"The emergency department at Southeastern is one of the 10 busiest EDs in North Carolina, and we treat many patients with severe illnesses and injuries on a daily basis," said Reed. "We are fortunate to have a hospital administration that is very supportive of the mission of the emergency department. From my standpoint as an emergency physician, this is a great community and an excellent place to practice medicine."

A native of Virginia, Reed earned a medical degree from Georgetown University in Washington, D.C., in 1985. He completed residency training in emergency medicine at the University of Pittsburgh Medical Center in 1988. He is certified by the American Board of Emergency Medicine and is a fellow of the American College of Emergency Physicians.

Reed and his wife, Patricia, make their home in Fayetteville and have three children, Kristen, Andrew and Ryan.

Emergency Medical Associates is an organization focused on the provision of clinical excellence and the delivery of world class emergency medicine. EMA is one of the largest emergency department firms and treats nearly one million patients annually while serving more than 20 hospital clients.

"Southeastern Regional Medical Center is pleased to be recognized as EMA's first partnership in the Southeast, and our organization appreciates their team's commitment to clinical excellence and patient satisfaction," said Southeastern Emergency Services Director **Susan Phelps**.

### Southeastern welcomes new providers

Certified Family Nurse Practitioners **Sharon Baxley** and **Ann Marie Hunt** have recently joined affiliates of Southeastern Regional Medical Center. Baxley joined Southeastern Health Center Clarkton in Bladen County on April 2 and Hunt joined The Clinic at Walmart located in Lumberton on April 24.

A Bladen County native, Baxley completed a master's degree in nursing from East Carolina University in 1994 and family nurse practitioner training at Duke University in 1996.

She previously worked for Bladen County Hospital for 30 years in a number of areas including rural health clinics, emergency services, urgent care, prenatal and pediatric care.

"I look forward to continuing to provide medical care for those in and around Bladen County" said Baxley, who resides in Elizabethtown with her husband, Frankie, and their three sons, Tanner, 19, Ryan, 15, and Logan, 13.

Baxley joins Drs. **Stephen Bridgers** and **Susan Aycock**, Physician Assistant **Amy Ransom** and Family Nurse Practitioner **Allison Priest** at the clinic which is located at 9948 North W.R. Latham Street. To schedule an appointment or to learn more about the center, call (910) 647-1503.

Hunt, a native of Robeson County, completed a bachelor's degree in biology in 2005 and in nursing in 2007, both from UNC Pembroke. She also completed a master's degree in nursing with a family nurse practitioner concentration from UNC Wilmington in 2011.

She previously worked for Southeastern for five years in emergency services and Southeastern Heart Center's cardiovascular operating room and cardiac cath lab.

"I am looking forward to being able to serve my family and neighbors—being a provider and friend all at the same time" said Hunt, who lives in Lumberton with her husband, Mitchell.

Hunt joins Family Nurse Practitioner **Christy Bullard** and Medical Director Dr. **Donald Morando** at the clinic which is located inside the Lumberton Walmart at 5070 Fayetteville Road. The clinic, which offers convenient, affordable access to basic health care services with no appointment necessary, is open daily from 9 a.m. to 7 p.m. To schedule an appointment or for more information about the clinic, call (910) 739-0133.



Sharon Baxley,  
F.N.P.-C.



Ann Marie Hunt,  
F.N.P.-C.

# Wound partnership benefits patients with diabetes

By Public Relations Intern Christina Nguyen

Diagnosed with diabetes at the age of 23, Thomas Moody of Lumberton, now 45, knows what it's like to live with diabetes. For treatment and guidance, Moody turns to Southeastern Regional Medical Center's Diabetes Community Center and Southeastern Wound Healing Center.

The Diabetes Community Center provides services to help anyone and their families to understand the skills needed to control their diabetes and to prevent complications that can occur from poor control. Southeastern Wound Healing Center is designed to help patients with chronic wounds prevent the reoccurrence of wounds and infection, and enhance medical and nutritional status.

"The Diabetes Community Center and Southeastern Wound Healing Center is a powerful patient care combination," said Diabetes Community Center Director Dr. **Mary Black**. "When a patient has uncontrolled diabetes and a non-healing wound, both specialty services are needed to successfully treat the wound and prevent an amputation or other wound-related complications. One service without the other isn't nearly as successful as the two together."

The knowledge and professionalism of the wound healing center staff and Moody's physician, Dr. **Matt Thompson**, who is one of a number of physicians who serve on the Center's panel of physicians, are assets he finds most impressive. By rotating through the clinic each week, the physicians treat patients for a variety of wound-related issues. "The staff goes above and beyond to care for me," said Moody.

"Dr. Thompson would drop what he's doing just to care for his patients' needs and, to me, you just don't see that in doctors," said Moody. "If it hadn't been for him, his care and his expertise, I'm sure I would have lost half of my right foot."

The reality of amputation is a serious complication for individuals living with diabetes. In a recent news report, Mike Stobbe of The Associated Press wrote, "In the CDC study, the researchers found that though the number of diabetics more than tripled from 1998 to 2008, foot and leg amputations fell after 1996." The article also stated that, "CDC officials saw an increase in the proportion of diabetics who got annual foot exams, and believed the enhanced care is the main reason for the decline in amputations." ([CDC: Diabetic amputations down, Fayetteville Observer](#), January 25, 2012.)

From personal experiences, Moody strongly believes that the Diabetes Community Center and Southeastern Wound Healing Center have both contributed to his success. "They can help anyone who is dealing with diabetes as long as they are compliant and do what the doctors tell them to do," added Moody.

The Diabetes Community Center is a nationally-recognized outpatient training program taught by certified diabetes educators. Classes are held in Lumberton and in satellite locations throughout the region. A referral from a medical provider is required. The Center, which recently moved to the Southeastern Health Mall on the campus of Biggs Park Mall in Lumberton, also sponsors a support group for adults with diabetes which meets the first Tuesday of each month at 5:30 pm. For more information, call 618-0655.

Patients can self refer to the Southeastern Wound Healing Center, which is located at 103 W. 27th Street in Lumberton. For more information, call 738-3836 or logon to [www.srmc.org/woundhealing](http://www.srmc.org/woundhealing).



Podiatrist Dr. **Matt Thompson**, a panel physician at Southeastern Wound Healing Center, examines Thomas Moody's foot during a recent visit to the center.

*Christina Nguyen of Charlotte is a senior at UNC Pembroke majoring in mass communications. She recently completed an internship in the public relations department at Southeastern Regional Medical Center.*

# Efforts to prevent influenza reap healthy rewards

Southeastern Regional Medical Center, for the first time in its history, mandated that all employees, contract workers, students and providers that practice at any SRMC facility receive the influenza vaccine for Fiscal Year 2012.

An Interdisciplinary Influenza Taskforce at Southeastern evaluated state, national and international guidelines and recommendations for decisions related to influenza policies and procedures.

"It was important to safeguard our customers, staff and ourselves," said Hospitalist Dr. **Troy Sterk**. "We were able to achieve greater than expected participation in this public health initiative. We look to be the regional leader in the future for policies and standards of care in the area."

Due to a mild and short-lived flu season, requirements related to the wearing of masks for those who could not receive the vaccine due to medical or religious reasons were lifted in late March.

"I would also personally like to acknowledge those individuals who had to go beyond the vaccination protocol, because they showed true Southeastern Regional Medical Center Standards of Behavior and forethought by protecting themselves, our patients and the community as a whole," added Sterk.

Participation by individuals at all levels throughout the organization contributed to the overall success of the initiative.

"We were very pleased with the support and engagement level of all our employees and medical staff this year," said Vice President **David Sumner**, who served as the administrative sponsor for the taskforce. "Our vaccination compliance rate of 99.7 percent was the highest we have ever experienced, with the real benefit being that there were no documented or confirmed cases within our employees and physicians. No doubt, the success of this speaks for itself, and I want to thank everyone who participated."



Troy Sterk, M.D.



David Sumner

## Health care reform spotlight: Value-based purchasing Q & A

### **Q: What is Hospital Value-Based Purchasing?**

A: The Hospital Value-Based Purchasing (VBP) Program is a Centers for Medicare & Medicaid Services (CMS) initiative that rewards acute-care hospitals with incentive payments for the quality of care they provide to people with Medicare.

### **Q: What is Medicare doing to improve the quality of care in hospitals?**

A: Through the Hospital Value-Based Purchasing Program, CMS is changing the way it pays hospitals, rewarding hospitals for the quality of care they provide to Medicare patients, not just the quantity of procedures they perform. Hospitals are rewarded based on how closely they follow best clinical practices and how well hospitals enhance patients' experiences of care. When hospitals follow proven best practices, patients receive higher quality care and see better outcomes. Hospital VBP is just one initiative CMS is undertaking to improve the quality of care Medicare beneficiaries receive.

### **Q: How was the Hospital Value-Based Purchasing Program established?**

A: The Hospital VBP Program was established by the Affordable Care Act of 2010 (ACA), which added Section 1886(o) to the Social Security Act. The law requires the Secretary of the Department of Health and Human Services (HHS) to establish a value-based purchasing program for inpatient hospitals. To improve quality, the ACA builds on earlier legislation—the 2003 Medicare Prescription Drug, Improvement, and Modernization Act and the 2005 Deficit Reduction Act. These earlier laws established a way for Medicare to pay hospitals for reporting on quality measures, a necessary step in the process of paying for quality rather than quantity.

### **Q: When will Medicare start paying hospitals based on the quality of care they provide?**

A: Hospitals participating in the Hospital Value-Based Purchasing Program will begin to receive incentive payments for providing high quality care or improving care after October 1, 2012, the start of Fiscal Year 2013. The incentive payments will be based on a hospital's performance during the period from July 1, 2011, to March 31, 2012.

Reprinted from <http://www.cms.gov/Hospital-Value-Based-Purchasing/Downloads/HVBPFAQ022812.pdf>

## Employee assistance

by EAP Specialist Jack Crain

Anson was beside himself. "Jack, it's happening again!" he angrily shouted into the telephone. "It's going around in my department that I'm romantically involved with a female employee who is married. It's not true, and I'm not the only person sick of the gossip. I don't know who I can trust anymore. I would like to talk with you as soon as possible. This has got to stop!"

Unfortunately, Anson's experience is not an isolated incident. Workplace gossip thrives in every organization. One of the more common complaints from employees who contact EAP services is the pain that comes from the unkindness of other employees, particularly gossiping. Gossiping, backbiting, and passing along, "He did what?" even if it is accurate, can increase conflict and decrease morale.

Gossip breaks down the trust level within the department and too often adversely affects staff harmony, the quality of patient care, and ultimately results in losing good employees who do not want to work in a toxic environment.

"I just chit-chat. What's wrong with that?," you might ask. Cornerstone Group partner Mary Abbajay suggests, "While idle chit-chat and other light conversation can be value-neutral, gossip is often negative, inflammatory and embarrassing to the person being spoken of. Here is a test: Consider the impact of what is being said. Does it cast negative aspersions? Does it create rifts? Does it exult in the misfortune of others? Does it have a negative emotional charge? Does it serve to perpetuate conflict or negativity? Is it hurtful or damaging? Is it something you would say in front of that person? If the discussion is hurtful or damaging or negative, then yes, it is gossip. But if it's value-neutral then it's not. If the story is told with negativity and without good will, then it is gossip."

Consider this the next time you are about to repeat or listen to a rumor.

In ancient Greece, Socrates (469-399 B.C.) was well known for his wisdom. It is told that one day the great philosopher came upon an acquaintance who said excitedly, "Socrates, do you know what I just heard about one of your students?"

## "He did what?"

*"You're kidding me!"*

"Wait a moment," Socrates replied. "Before telling me anything, I'd like you to pass a little test. It's called the Triple Filter Test."

"Triple Filter?"

"That's right," Socrates continued. "Before you talk to me about my student, it might be a good idea to take a moment and filter what you're going to say. The first filter is Truth. Have you made absolutely sure what you are about to tell me is true?"

"No," the man said, "actually I just heard about it and..."

"All right," said Socrates. "So you don't really know if it's true or not. Now let's try the second filter, the filter of Goodness. Is what you are about to tell me about my student something good?"

"No, on the contrary..."

"So," Socrates continued, "you want to tell me something bad about him, but you're not certain it's true. You may still pass the test though, because there's one filter left, the filter of Usefulness. Is what you want to tell me about my student going to be useful to me?"

"No, not really."

"Well," concluded Socrates, "if what you want to tell me is neither true nor good nor even useful, why tell it to me at all?"

The act of active listening to gossip actually supports and promotes it. The more you listen, the more you encourage it and become a co-narrator to the gossip. (M. Abbajay)

Try this exercise. For the next 24 hours, do not involve yourself in any conversation about another person unless they are present. If someone starts to gossip to you about someone (individual or group,) then bring the conversation to a halt by saying something like, "I'm working on not discussing others unless they are here, so can we talk about something else?" You may discover you run out of conversation fairly quickly; you may be surprised just how much of your interactions revolve around gossiping about others. (Leadership & Motivation Training).

Do your part to make the workplace a gossip-free zone.

Call EAP at 671-5067 for a listening ear and a safe place to share your life.

## Promotions



**Miranda Graham**  
(Revenue Cycle)

Manager, physician services,  
central billing office

**Whitnee Pridgen** (5-Tower) – Secretary

**Laytonya Meekins** (Obstetrics) – Inpatient clinical assistant

**Cordella Locklear** (WoodHaven) – Staff RN

**Tammy Bradley** (7-Tower) – Clinical supervisor

**Hattie Benjamin** (3-East) – Shift supervisor

**Barbara Allen** (5-Tower) – Shift supervisor

**John K. Bryant** (Ambulance Service) – EMT paramedic

**Octavia Taylor** (Care Management) – Care management specialist

**Karen Porter** (Information Systems) – Supervisor, clinical informatics

**Patricia Turner** (3-East) - NA1/attendant

# Gala raises more than \$100,000 for cancer patients

## Foundation news

### **Retired surgeon Dr. D.E. Ward Jr. honored with Friend of Philanthropy Award**

More than 500 guests enjoyed an evening of dancing and fun to benefit the Gibson Cancer Center and the Ribbons for Cancer Recovery Endowment Fund as the Southeastern Regional Medical Center Foundation hosted its 20th annual gala on February 24 at Southeastern Agricultural Center in Lumberton.

The event's benefactors, sponsors, patrons and guests raised more than \$100,000 for the center, an affiliate of Southeastern Regional Medical Center, and the endowment fund, which provides financial assistance, such as gas vouchers, medication and nutritional supplements, for cancer patients.

Chairing the gala committee were Ms. Betsy Lee, Henry and Julia McDuffie, and Alvin and Jennifer Ivey who, along with SRMC President/CEO **Joann Anderson** and her husband Terry, Foundation Chairman Coble D. Wilson Jr., and Board of Trustees Chairwoman **Faye Caton** and her husband, Bob, were on hand to greet guests as they arrived for an evening of dancing to the music of The Fantasy Band.

The Foundation volunteers carried out the *A Legacy of Giving* theme with pistachio green and black fabric with white hydrangea and belles of Ireland with silver accents. Billy Davis and staff of Flowers by Billy assisted with the floral design and decorations.

**Joann Anderson** and Wilson expressed appreciation on behalf of the Foundation for the gala's two platinum sponsors, four gold sponsors, 34 benefactors, 17 sponsors, and 47 patrons. They also thanked the gala co-chairs and volunteer committee for their efforts and recognized past gala chairpersons were also in attendance.

During the recognition program, Wilson presented Dr. D.E. Ward Jr. with the Dr. Bob B. Andrews Friend of Philanthropy Award for his dedicated work, side-by-side with others, to give monetarily and through his time and talents.

Platinum sponsors were Duke Medicine and First Bank. Gold sponsors were BB&T, Healthkeeperz, Metcon, Inc., and The Robins and Morton Group.

For information about the programs supported by the SRMC Foundation, log on to [www.srmc.org/srmcfoundation](http://www.srmc.org/srmcfoundation).



Gala Co-Chair Ms. Betsy Lee of Lumberton dances with her son, Tommy, during the Southeastern Regional Medical Center Foundation's 20th annual *A Legacy of Giving* gala which raised over \$100,000 for local cancer patients.



Retired General Surgeon Dr. D.E. Ward Jr. was honored with the Dr. Bob B. Andrews Friend of Philanthropy Award at Southeastern Regional Medical Center Foundation's 20th annual gala. Foundation Chairman Coble Wilson is shown, at right, making the surprise presentation to Ward as his wife, Sara, looks on.

### **2012 Annual Swing for Good Health Golf Tournament**

The 2012 *Swing for Good Health* Golf Tournament will be held at Pinecrest Country Club on Thursday, May 3 with a rain date of Monday, May 7. Lunch and registration is from 11 a.m. to 1 p.m. with a Shotgun start at 1 p.m. Awards and cash prizes will be given. Proceeds benefit Southeastern's Academic Scholarship Endowment Program.

### **Brick pavers**

Southeastern Hospice House's "Walk of Love" is a brick paver recognition project that will allow you to place a permanent paver with the name of your loved one, club, business, or church's name or even yourself in the front garden area for a contribution of \$100. If interested in this project, please respond as soon as possible. Bricks are ordered on a quarterly basis.

Bricks are also available at Southeastern Regional Medical Center for the "Walk of Honor." This paver project is located between the patient bed tower and parking deck.

For more information, call 671-5583 or email [foundation@srmc.org](mailto:foundation@srmc.org).



## Our people

### Bear Team customer service excellence winners



Kelly Kinlaw

Courier **Kelly Kinlaw** (Materials Management) was recognized as Southeastern Regional Medical Center's Bear of Excellence for the month of February. This award is presented to employees who exceed expectations.

He was recognized for modeling standards of behavior for co-workers, exemplifying "I am" what customers see and hear, and committing to SRMC's mission statement and core values.

Kinlaw assisted a fellow employee whose car window had been shattered by helping clean up and dispose of the glass. His favorite aspect of his job is interacting with other employees. "I like that everyone treats you as family," said Kinlaw.

Kinlaw lives in Rowland and has worked for Southeastern Regional Medical Center for five months.



Dean Carter

Coordinator **Dean Carter** (Pastoral Care) was recognized as Southeastern Regional Medical Center's Bear of Excellence for the month of March.

He was recognized for maintaining empathy for customer's individual situations such as fears, financial concerns, family issues, etc.; exemplifying "I am" what customers see and hear; and committing to SRMC's mission statement and core values.

In addition to his work with Southeastern Hospice families and patients, Carter also helps to coordinate Camp Care, an annual bereavement summer camp for children and teens. He was also instrumental in establishing Southeastern's palliative care team. Most recently, he provided emotional and spiritual guidance to a family in the emergency department that was grieving the unexpected loss of a child. He remained with the family as they came to terms with losing their loved one, counseling and praying with them for several hours.

"I love that I can be a pastor to everyone," said Carter. "I love doing my job, caring for people and helping them in their time of need—to be a comfort."

Carter lives in McDonald with his wife and two sons. He has worked for Southeastern Regional Medical Center for 17 years.

### Speakers Bureau

**Caroline Glus** and **Carol McDonald** (Process Excellence) spoke to UNC Pembroke nursing students on January 24 on *Introduction to lean*.

**Justin Emanuel** (Fitness Services) spoke to the Senior Joy Club at Hyde Park Church on Feb. 7 on *Benefits of exercise* and the residents of First Baptist Homes on March 15 on *Chair exercises*.

**Kelli Borbet** (Business Development) spoke to the Man-to-Man support group on Feb. 21 and Godwin Heights Baptist Church senior group on March 20 on *PrivilegesPlus*.

The following employees presented to *PrivilegesPlus* members: **Kathy McGinniss** (Information Resource Center) on Feb. 21 on *Web Browsing 101*; **Kelli Borbet** (Business Development) on Feb. 23 on *What's new at Southeastern*; Dr. **Monica Carrion-Jones** (Southeastern Neuromuscular Rehabilitation Center) on March 15 on *Osteoporosis*; **Carole Gavaghan** (Community Health Education Center) on March 22 on *Introduction to Computers: File Management*; and Manager **Kathy Hansen** (Southeastern Wound Healing Center) on March 30 on *Skin care and wound prevention*.

**Julie Zaha** (Southeastern Heart Center), **David Phurrough** (Physician Services), **Faith Ferguson** (Southeastern Weight Loss Center), and **Jean McDonald** (Communications) participated in career day at Deep Branch Elementary School on Feb. 23.

Dr. **David Dalsimer** (Southeastern Orthopedics) spoke to the residents of First Baptist Homes on Feb. 23 on *Arthritis*.

**Kim Miller** (Southeastern Home Care Services) spoke to the residents of Parkview Terrace on March 13 on *Home care services*.

Director **Vivien Lunsford** (Materials Management) spoke to the Northeast McKesson Supply Chain Solutions Group on March 16 in New Jersey on *Proactively managing your budget with e-requisitioning and approval paths*.

**Antonia Clark** (Educational Services) and **Diane Zepaltas** (Community Health Services) participated in career day at W.H. Knuckles Elementary School on March 22.

Director **Michael Smith** and Manager **Emily Parnell** (Gibson Cancer Center) spoke at the Mission Fellowship luncheon of First Baptist Church of Red Springs on April 2 on *Gibson Cancer Center: Past, present and future*.

### Achievements

Exercise Physiologist **Ashley Walker** (Cardiopulmonary Rehabilitation) was elected to a three-year term on the executive board of directors as the coastal vice president for the North Carolina Cardiopulmonary Rehabilitation Association.

**Daniel Ivey** (Emergency Services) was recognized with the 2012 Governor's Award for Volunteer Service.

**Want to stay in the know on all things Southeastern? Catch us on the web at [www.srmc.org](http://www.srmc.org) or "Like" us on Facebook!**



The *InTouch* newsletter is published bimonthly for the employees of Southeastern Regional Medical Center.  
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### In memoriam

**Earline Hunt**  
(WoodHaven)  
1935 - 2012

**Eleanor Powers**  
(WoodHaven)  
1927 - 2012

**Hester Thompson**  
(Home Health)  
1928 - 2012