

IN TOUCH



VOL 41, NO 3 JULY/AUGUST 2013

Celebrating 60 years: A look back

Some timeline highlights from the past 60 years: 1953-2013

1953

- Sunday, August 16, 1953 - Dedication of Robeson County Memorial Hospital
- Wednesday, August 19, 1953 – Robeson County Memorial Hospital opened with 140 beds, 180 employees, and a weekly payroll of \$7,000.

1960

- Name changed to **Southeastern General Hospital** to reflect a growing service area.

1988

- SGH Lifestyle Fitness Center, the first of its kind in Robeson County, opened.

1994

- Name changed to **Southeastern Regional Medical Center**.

2003

- The six-story, 134-bed Patient Bed Tower, costing \$34 million, was dedicated and opened for public tours on June 8 in conjunction with the 50th anniversary celebration of SRMC.

2006

- Dedication of **Southeastern Heart Center** held May 6. Operations began May 16.
- Patient Bed Tower 7th floor opened in November adding 34 beds.

2012

- A certificate of need for an ambulatory surgery center was approved by the state on January 24.

2013

- **Southeastern Health** became new official name of the organization on January 1. The hospital retained the name Southeastern Regional Medical Center.

From the president



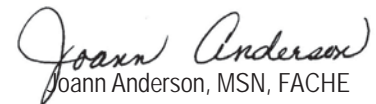
Joann Anderson,
President/CEO

Just a few weeks ago, many of you answered our call to write letters or call your representatives in support of our hospital and hospitals around the state as budget cuts were being considered by the General Assembly. Southeastern Health employees, physicians and advocates sent more than 1,400 letters to representatives of Robeson, Bladen, Columbus, Cumberland and Hoke counties. Your voices were heard and as result the General Assembly only placed a high cap on sales tax refunds instead of a lower cap or possibly eliminating the refund altogether, saving the hospital \$2.5 million this year. We thank you for your prompt response and ask that you stay informed and ready for more of these types of requests in the future as budgets are carefully scrutinized at the state level.

To summarize the legislative actions:

- Funding totaling \$90 million to help expand Medicaid was rejected, meaning a half million North Carolinians won't have expanded health coverage except through the federal health exchange.
- Hospital outpatient reimbursement will be reduced to 70 percent from 80 percent of allowable costs and hospital inpatient reimbursement will decrease by 3 percent, which accounts for a \$4 million reduction in Medicaid reimbursement.
- The legislature will work with the Governor on Medicaid reform. A new taskforce has been established that will develop a comprehensive plan.
- A tax reform cap will place a \$45 million limit on non-profit tax exempt refunds.
- Certificate of Need or CON laws have been relaxed for the replacement of equipment and facilities.
- Other actions being considered may impact transparency laws and health information exchange.

Please make every effort to stay informed on these issues that may result in future reductions in Medicaid reimbursement to hospitals by the General Assembly so we can continue to work to positively influence legislative decisions that hinder our ability to provide quality health care services to our region.

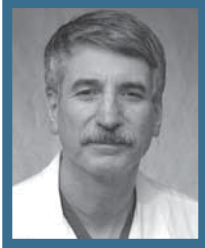

Joann Anderson, MSN, FACHE
President/CEO

Southeastern Health Mall Phase 1 update

Progress continues on Southeastern Health Park Phase I, which includes the construction of a three-story medical office building featuring an ambulatory surgery center (ASC), medical offices and retail space. A Certificate of Need (CON) has been filed for the addition of two endoscopy suites to the ASC. The application was submitted to the state mid-June and should be approved no later than the end of September. As plans are modified, it is anticipated that only a delay of a few weeks will be experienced. Floor plans are near completion for the ASC and construction is scheduled to begin early-September.



Vascular/general surgeon retires after 33 years of service



Peter Villani, M.D.

Friends, family and colleagues gathered at Southeastern Regional Medical Center (SRMC) on August 1 to celebrate Dr. **Peter Villani's** 33 years of service as a vascular/general surgeon and member of the medical staff of Southeastern Regional Medical Center and Southeastern Health (SeHealth).

During the retirement event, Board Chairman **Faye Caton**, on behalf of the Southeastern Health Board of Trustees, presented Dr. Villani with a crystal tower engraved with his years of service to the medical staff, 1980-2013. Southeastern Health Department of Medicine Chairman Dr. **Richard Johnson** also presented Dr. Villani with a portrait which will hang in the main corridor at SRMC.

A native of West Virginia, Dr. Villani earned his medical degree from West Virginia University in 1972. He completed general surgery residencies at Roanoke Memorial Hospital in Roanoke, Va., in 1975 and at the University of Virginia Hospital in Charlottesville, Va., in 1976. He also completed a vascular fellowship at Charlotte Memorial Hospital in Charlotte, NC, in 1979. He is certified by the American Board of Surgery with special interests in vascular and endovascular surgery. He served as director of SRMC's vascular lab and as the chief of surgery for SRMC from 2005-2006.

During his 33 years of practice in Lumberton, Dr. Villani was associated with Lumberton Surgical Associates.

"I greatly appreciate the citizens of Robeson and surrounding counties," said Dr. Villani. "I have enjoyed working with SRMC over the years."

Dr. Villani lives in Lumberton with his wife, Claudia. They have two grown daughters, Sarah and Kristen, and four grandchildren.



Dr. **Peter Villani** accepts a crystal tower award noting his years of service on the medical staff of Southeastern Health, 1980-2013, from Board Chairman **Faye Caton**, who presented the award on behalf of the organization's board of trustees during his retirement reception held Aug. 1 at Southeastern Regional Medical Center.



Oxendine named SeHealth Security Officer of the Year

Travis Oxendine (Security) has been named Southeastern Health's Security Officer of the Year. Oxendine was selected on the basis of performance, knowledge and service to the community, the organization and the department. Nominees were scored on a number of categories including uniform appearance, current event news related to security, and knowledge of the Private Protective Services Board of North Carolina and departmental policies and procedures. Oxendine has worked for Southeastern Health for three years. He lives in Lumberton with his wife, Brittany. They have a daughter, Kamryn, and are expecting a second child.

In the spotlight



Mychelle Ross

Ross named director of critical care

Mychelle Ross has been named director of critical care for Southeastern Health. Ross is responsible for intensive and intermediate care units, telemetry and cardiopulmonary services. Originally from Muskogee, Okla., she earned a bachelor's degree in nursing in 2009 and a master's degree in nursing in 2012, both from the University of Phoenix. Prior to joining SeHealth, she worked as director of critical care for John Randolph Medical Center in Hopewell, Va. She has over 15 years of experience in nursing, management and leadership. She and her husband, Tracie, have two sons, Skyler and Tyler, and plan to relocate to Lumberton in the near future.

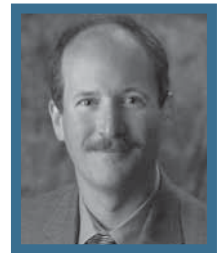
Elgin named Gibson Cancer Center director

Steve Elgin has been named director of Gibson Cancer Center, an affiliate of Southeastern Health. He is responsible for medical oncology, radiation oncology and the blood disorders clinic.

Elgin completed a bachelor's degree in mechanical engineering from the University of Tennessee in 1993 and has more than 20 years of progressive leadership experience in engineering, manufacturing, quality improvement, and strategic planning in the health care industry.

"I see this as an opportunity to help Gibson Cancer Center and Southeastern Health develop an improved health care model," said Elgin. "Before, my work was more removed from the patient and primarily focused on developing new equipment for the radiologist."

Elgin is currently commuting from Florence where his wife, Tebie, homeschools their three children: Savannah, Heather and Trhea.



Steve Elgin

Hayes named human resources director

Susan Y. Hayes has been named director of human resources for Southeastern Health. She is responsible for education, employee health, wellness and the employee assistance program.

Hayes earned a bachelor's degree in psychology from North Carolina Wesleyan in Rocky Mount, N.C., in 1990, and master's degree in public health from UNC Chapel Hill in 2006. She has more than 25 years of experience in the human resource management setting and has previously been affiliated with Lea Regional Medical Center in Hobbs, N.M., Duplin General Hospital in Kenansville, N.C., and Nash Health Care System in Rocky Mount, N.C.

"Southeastern is already a well-run organization," said Hayes. "I am looking forward to bringing my knowledge and experience to further enhance and elevate the programs to an even higher level."

She and her husband, Mike, recently relocated to Lumberton. They have two grown children and three grandchildren.



Susan Hayes

Nurses honored with rose garden dedication

The Advanced Practice Council of Southeastern Health unveiled a rose garden in front of Southeastern Regional Medical Center's patient bed tower on July 9 which was dedicated in honor of past, present and future nurses throughout the organization. Pictured with the dedication plaque, from left, are Advanced Practice Council Members **Michelle Cox**, a nurse mid-wife and director of maternal/child services, Family Nurse Practitioner **Wanda Faircloth** of Dr. A.J. Robinson Medical Clinic, Wound Care Coordinator and Nurse Practitioner **Anita Thurman**, Family Nurse Practitioner **Marie Campbell** of Southeastern Pulmonary and Sleep Center, Family Nurse Practitioner **Peggy Newman** of Southeastern Medical Clinic White Lake, and Chief Certified Registered Nurse Anesthetist **Kaye Allen**. Anyone interested in donating a rose bush in memory of a former SeHealth nurse for the garden may contact **Anita Thurman** at 671-5315.



In the community

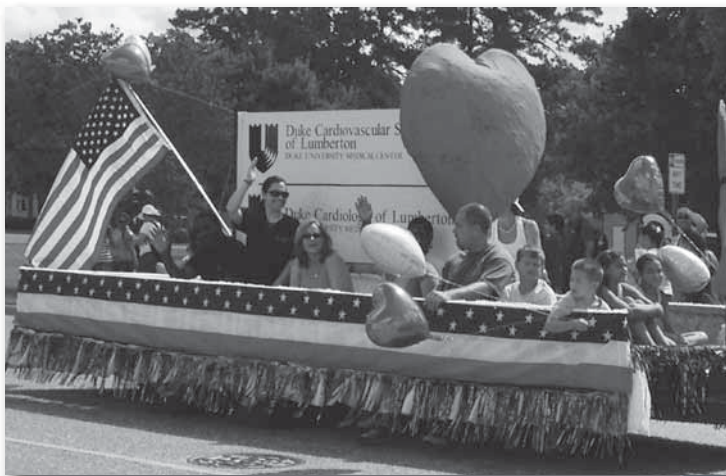
Survivors Day celebration

Gibson Cancer Center, an affiliate of Southeastern Health, celebrated its 7th annual Cancer Survivors Day on June 7 at the Holiday Inn in Lumberton. More than 150 survivors, family members, caregivers and health care providers attended the event, which offered breakout sessions on art therapy, yoga, nutrition during and after treatment, and the Look Good...Feel Better program. There are more than 4,000 cancer survivors living in Robeson County. A survivor is defined as anyone who has been diagnosed with cancer and is alive today. For more information about Gibson Cancer Center, call 671-5768.



BB&T supports hospice families

Representatives from BB&T delivered 100 hospitality bags to Southeastern Hospice House on June 17 for use by family members of hospice patients. The donation was part of BB&T's Lighthouse Project which allows bank associates to make a difference in their community. Each bag includes a blanket, pillow, pillow case, journal and pen, as well as a hygiene kit containing soap, comb, toothbrush, toothpaste, deodorant, wash cloth and shampoo. For more information about Southeastern Hospice House, an affiliate of Southeastern Health, logon to www.southeasternhealth.org/hospicehouse.



Lumbee Homecoming

Southeastern Heart Center employees and providers entered a float, pictured at left, in the Lumbee Homecoming parade held July 6 in Pembroke. Representatives from Southeastern Health and Southeastern Urgent Care Pembroke were also on hand to distribute bottled water and commemorative fans.

In the spotlight



Rodney and Libby Davis, of Lumberton, welcomed their son, Reid, into the world recently at SRMC. Libby wore a Kisses wristband while her son wore the Hugs band on his ankle as part of the medical center's infant security system.

return for the birth of a future child but also recommend our services to their family and friends."

More than 1,400 babies were delivered at SRMC last year by obstetricians and mid-wives on staff at the medical center.

Hugs and kisses ensure safety for new moms and babies at SRMC

Mothers who deliver babies at Southeastern Regional Medical Center (SRMC) have an added reason to feel safe about their care. The medical center has added a new level of security through the Hugs infant security system.

Rodney and Libby Davis of Lumberton were able to experience the security of the system when their son, Reid, was born recently at SRMC. A Kisses band was placed on Libby's wrist and a Hugs band on Reid's ankle immediately following his birth.

Infants are allowed to room with their mother as much as possible following delivery, but there are occasions when the newborn may have to be taken to another area by nursing staff for evaluation or monitoring.

Every time new mothers and their babies are reunited while in the hospital, the bands play Brahms Lullaby, confirming that the mother and baby are the correct match.

"This system provides an additional layer of security for our new mothers and their babies, ensuring they are reunited correctly anytime that they have to be apart during their hospital stay," said **Michelle Cox**, SeHealth maternal/child services director.

An infant abduction prevention component of the Hugs system has been in place at SRMC for nine years, ensuring that no infant is removed from the obstetrics unit without authorization. A sensor on the infant's ankle band triggers an alarm if taken beyond the perimeter of the unit.

"The hours after delivering a baby can bring on a world-wind of emotion and it is our desire to make this experience as positive as possible for our patients," added Cox. "Safety and security is something that we want our new moms to feel good about so that they will not only

SeHealth implements Skin-to-Skin for mothers and their newborn babies

The first hour after birth is a crucial developmental timeframe for newborns—a time of transition to life outside the womb. According to the American Academy of Pediatrics, healthy term infants should be placed in skin-to-skin contact with the mother immediately after birth. Skin-to-skin contact, which is considered best practice in obstetrical care, has a number of benefits, including regulating the baby's body temperature, heart rate, respirations and blood sugar, as well as decreasing the mother's anxiety and facilitating early initiation of breastfeeding leading to increased breastfeeding success.

"Southeastern Regional Medical Center's maternity department began the Skin-to-Skin Initiative in June of this year," said **Michelle Cox**, director of maternal/child services. "This evidence-based practice offers many lasting health benefits for the newborn and the mother."

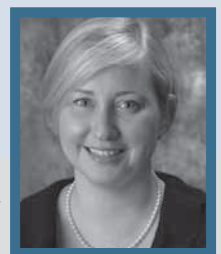
"Immediately after birth, the baby is quickly cleaned and placed directly on the mother's bare chest," said SRMC Lactation Educator **Teresa Neal**. "Mother and baby are then covered together in a warm blanket. Although routine procedures are delayed to give mother and baby time to bond, a nurse closely monitors the health of both during the skin-to-skin contact period."

Skin-to-skin contact activates senses such as touch, scent, and warmth in the mother and baby. The mother's body temperature helps to regulate the baby's body temperature, heart and breathing rate, and blood sugar. Skin-to-skin facilitates behaviors such as sleep, calming, soothing, and feeding in the baby as a result of the intimate contact between the mother and baby.

"It is a practice that will be offered and explained to all expectant moms as part of our prenatal education," added Cox.

A mother has the option of not participating if she so chooses. Occasionally, a health issue may occur with the mother or baby that may delay skin-to-skin contact. If the health issue is with the mother, then the father or other family member may participate in skin-to-skin contact with the baby as long as the baby is healthy.

SeHealth's Skin-to-Skin Initiative includes staff and patient education, and continual re-evaluation among the program's multidisciplinary task force.



Michelle Cox

"Gee, My Dear, Is It Something I Said?"

Martha's face was beet red as she frantically paced in my office. "You dirty little #+!o!#, she screamed at her much smaller husband as she furiously jabbed her finger at the tip of his nose. "When we get home you're gonna be sorry you brought this up. I didn't want to come to this stupid place in the first place!"

After a timeout period to calm the tense, explosive situation, she began to tell her story of how current husband (#4!) was "just like all the others – a spineless, no good, worthless bum with a shriveled male anatomical appendage." Her unmanageable anger, frequently displayed as rage and ranting, (the exploder behavior style), was a clue to a major problem in her life and marriages.

Angelo is a nice, unassuming employee who quietly completes his assigned tasks without fanfare or a splash. He avoids making waves at all costs, suppresses his feelings and smiles even when circumstances are not going his way (the somatizer behavior style). Angelo also regularly misses work, has frequent headaches and suffers from ulcers.

Martha and Angelo are mismanaging their anger. So why is that important and what are the results of poor emotional management skills?

Like love, grief and happiness, anger is a basic human emotion. It serves an important survival function by communicating to ourselves and to others that something is wrong. How we express anger is something we learn. As children, we may have learned from one or both parents or caregivers that anger can be used to get attention or get one's way. Or we may have been taught that we should show the "good" emotions – love and happiness, for instance – and keep "bad" emotions like anger inside.

Because we learn how to express anger, we also can learn how to manage it. This is particularly important for anyone who handles anger inappropriately: either by hurting others or themselves, by making poor decisions in fits of rage or depression, or by internalizing their anger to the detriment of themselves and others. Anger is not the

Employee assistance

by EAP Specialist Jack Crain



Jack Crain

same thing as aggression. Anger is a feeling. Aggression is a behavior. Depression is often anger turned inward and can lead to self-destructive behaviors. To **feel** anger is normal and healthy. The expression of anger, however, must be done constructively, not destructively.

On most occasions, anger surfaces because of an unmet expectation: unreturned telephone calls, a flat tire, an unkept promise, or negative co-workers. When things don't go as planned, it is natural to feel frustrated. Some of us, however, struggle with letting it go. We hang onto it. And we pay a big price.

Professor and author Brian Luke Seaward, in his book, **Stand Like Mountain, Flow Like Water**, writes, "To harbor feelings of unresolved anger when desires are not met becomes a control issue; we are at the mercy of our ego, controlled by unbridled emotions. Unresolved anger sows the seeds of disease and illness, including the nation's number one killer, coronary heart disease. Research also indicates that there is a link with some forms of cancer as well.... The underhander behavior style is 'don't get mad, get even.' [T]he motive for revenge is control, but this hunger is never fully satisfied. As the expression goes, 'He who seeks revenge should dig two graves.'"

Being a part of the SRMC caregiving team can be very stressful – sometimes extremely so. In addition to the daily work stressors, add to the mix unreasonable work assignments, non-listening and/or rigid supervisors, a mountain of paperwork, unhealthy competition between disciplines, jealousies, an employee not "pulling his/her weight" in work assignments, resentments among staff members, rude or demanding customers and the proverbial teapot will surely boil over.

Help is available! Call 671-5067 for a quiet space and a listening ear before you reach the "steaming" or depressive stage of anger. In addition, resolve that "Today I will see all anger as a call for acknowledgement, respect, help and love."

Promotions

Angela Anthony (Cardiac Cath Lab) - Shift supervisor

Mary Baer (3-East) - Shift supervisor

Frankie Barnes (ICU) - Inpatient clinical assistant

Sybil Britt (Physician Practices) - Medical office assistant

Sarah Bryan (WoodHaven) - Education/team-leader

Laura Civilla (Occupational Health) - Billing Clerk

Angeleen Collins (Urgent Care Pembroke) - Certified Medical Assistant

Kayla Cooper (Laboratory) - Office systems tech.

Jessica Cummings (Labor/Delivery) - Shift supervisor

Kelsey Cummings (Float) - Registered nurse

Courtney Ford (Labor/Delivery) - Shift supervisor

Amanda Forrester (3-East) - Registered nurse

Teresa Guyton (3-East) - Shift supervisor

Natalie Harris (3-Tower) - Secretary

Sonny Hunt (5-Tower) - Shift supervisor

Adriane McCallum (5-Tower) - Shift supervisor

Becky McCray (Nursery) - Shift supervisor

Henrietta McLean (Nursery) - Shift supervisor

Patrick McMurray (CV-ICU) - Registered nurse

Sonya McNeill (Sleep Lab) - Supervisor

Jenny Miller (Nursery) - Shift supervisor

Melinda Mitchell (Health Info. Mgmt.) - Coder

Ayeisha Myers (Emergency Services) - Registered nurse

Stephanie Nance (Revenue Cycle) - Managed care analyst

Tasha Oxendine (Care Mgmt.) - Care mgmt. specialist

Kelly Pittman (5-Tower) - Shift supervisor

Sandy E. Pittman (Patient Financial Services) - Patient Acct. Rep.

Danella Smith (Emergency Services) - Shift supervisor

Tronda Sturdivant (Nursery) - Shift supervisor

Johnna Westmoreland (Health Info. Mgmt.) - Coder

Cheryl White (Obstetrics) - Shift supervisor

Shannon Willoughby (Home Health) - Medical records specialist

Jennifer Yarnell (5-Tower) - Shift supervisor

Our people

Bear Team customer service excellence winners



Bette Gambrell

Patient Access Registrar **Bette Gambrell** of Lumberton was recognized as Southeastern Health's Bear of Excellence for the month of June. This award is presented to employees who exceed expectations.

She was recognized for going the extra mile for customers when addressing their needs; treating all customers as "my favorite customer;" and exemplifying "I am" what customers see and hear.

Gambrell was acknowledged with this award because she offered her personal bicycle to a patient who shared with her how their bicycle, the patient's only means of transportation, was destroyed during an accident.

"I love being able to make a difference in my job by helping people, even if I just listen," said Gambrell, who has worked for Southeastern Health for 16 years.



James McLeod, M.D.



Lofty McMillian

Dr. **James "Brownie" McLeod** and Security Officer **Lofty McMillian**, both of Lumberton, were recognized as Southeastern Health's Bears of Excellence for the month of July.

Dr. McLeod and McMillian, who both work at Southeastern Health's Dr. A.J. Robinson Medical Clinic, were recognized

for going the extra mile for customers when addressing their needs; thanking customers for choosing our organization and services; and exemplifying "I am" what customers see and hear.

They were acknowledged with this award because they assisted a person who arrived at the medical clinic without notice and before operating hours who was experiencing a life-threatening medical crisis. They were able to stabilize the patient until an ambulance arrived and secured their personal belongings until they could be retrieved by family.

Dr. McLeod has worked for Southeastern Health for seven years; McMillian for three.

Speakers Bureau

Henry Edwards (Rehab Services) hosted the Hilly Branch Seniors for a tour of the Rehab Services facility on May 21.

Dr. **Kailash Chandwani** (Southeastern Pain Management Clinic) spoke to residents of Wesley Pines on May 21 on *Pain management*.

Drs. **Brandon Locklear** and **Meredith Watson-Locklear** (Southeastern Women's Healthcare) spoke to the Lumberton Rotary Club on May 21 on *Returning home to join Southeastern Women's Healthcare*.

Julie Sawyer (Rehab Services) spoke to the residents of Wesley Pines on June 11 on *Stress incontinence and bladder health*.

Alisa Allen (Rehab Services) spoke to employees of Pepsi Ventures on June 12 on *Musculoskeletal health*.

Amanda Roberts (Employee Wellness) presented *Laughter Yoga* at the Community Health Education Center (CHEC) on June 12, July 10 and Aug. 14. She also presented the program at the following: June 24 – Southeastern Medical Clinic Red Springs; June 25 – Southeastern Medical Clinic Rowland; and June 27 – Boys and Girls Club.

Diane Zepaltas (Community Health Services) spoke to the members of Lumberton First Baptist Church on July 10 on *Positive health goals*.

Lisa Hooks (Diabetes Community Center) spoke to the residents of Wesley Pines on July 23 on *Diabetes*.

Dr. **Scott Denardo** (Southeastern Heart Center) spoke to residents of Wesley Pines on Aug. 13 on *Heart disease in the elderly*.

Physician Assistant **Catherine Gaines** (Supportive Care Services) spoke to the employees of Pepsi Ventures on Aug. 13 on *Cancer prevention*.

In the community

Over the past few months, 17 Southeastern Health providers and nurses performed 732 sports physicals for high school students in Bladen, Robeson and Cumberland counties.

In memoriam



Edward Ermini, M.D.
1960-2013

Touchdown for Health

More than 100 individuals participated in free health screens and sports physicals during the second annual *Touchdown for Health: Community Health and Wellness Fair* held June 29 at Lumberton Senior High School. The event, which featured Rowland native and NFL athlete Vonta Leach, was co-sponsored by Southeastern Health and the Vonta Leach Foundation.

