

IN TOUCH



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Contributions to better health honored

Southeastern Health hosted its first ever community health awards program on October 15 to highlight efforts to improve the health of the citizens of Robeson County and surrounding communities. Nominees were recognized for initiatives and partnerships which impact the lives of people of all ages—teaching, encouraging and leading them to healthier lifestyles.

“It was important to me to take time to showcase many of the positive efforts that take place in the region we serve to guide people to better health,” said SeHealth President/ CEO **Joann Anderson**. “It is easy to focus on the negative barriers that present themselves, so we have to make an extra effort to recognize those who are giving of themselves and their companies to reach the community with a

message of healthy living. Our health status will change only when we embrace the commitment to change our habits, whether related to eating, physical activity, smoking or regular visits to the doctor, and begin to establish a support system

and culture of change. The nominees recognized during our awards program all have made significant steps toward making a healthier community a reality.”

Of the 24 nominees, overall winners were named in seven categories. A list of the nominees and winners includes: Business category: Biggs Park Mall, Campbell Soup, Kayser-Roth Corporation (winner), and Mountaire Farms; Education category: Lumberton Senior High School, Public Schools of Robeson County (winner), and UNC Pembroke; Emergency Personnel category: Lumberton Fire Department, Lumberton Rescue and EMS (winner), and Robeson County Sheriff’s Department; Faith-Based category:



Overall winners recognized during Southeastern Health’s community health awards event pictured front row, from left were: business category award winner Kayser-Roth Corporation representative Chris Little, vice president of human resources; government category award winner Robeson County Government representative Melissa Packer, assistant health director, Robeson County Health Department; and health care category award winner Dr. Robin Peace. Back row from left, are: education category award winner Public Schools of Robeson County representative Dr. Johnny Hunt, superintendent; emergency personnel category winner Lumberton Rescue and EMS representative Commander Robert Ivey Jr.; individual Impact award winner Mike DeCinti; and faith-based category winner First Baptist Church of Lumberton representative Jay Leggette, lead servant of administrative ministry.

First Baptist Church, 2nd Street, Lumberton (winner), Hyde Park Baptist Church, Lumberton, and Island Grove Baptist Church, Pembroke; Government category: Town of Fairmont, Town of Red Springs, Robeson County Government (winner); Health Care category: Dr. Martin Brooks, Community Care of North Carolina, Dr. Robin Peace (winner), Robeson County Health Department and Robeson HealthCare Corporation; and Individual Impact category: Mike DeCinti (winner), Maria Parker, and the late Irene Stuart. A video of the event can be watched on SeHealth’s YouTube channel, SeHealth Lumberton.

From the president



Joann Anderson,
President/CEO

As 2013 comes to an end, I think it is appropriate that we reflect on its impact. It was a difficult year for health care, with many challenges and associated changes required. The challenges came from continued implementation of provisions in the Affordable Care Act, decisions made by the N.C. General Assembly related to Medicaid and our own local environmental issues around health. Given these challenges, Southeastern Health has had to make many changes.

In January, we changed our organizational name to Southeastern Health with the tag line, "Better Health, Starting with You." The name change was to identify us as an integrated delivery system focused on health and not just a hospital focused on sick care. The name change was followed by the redesign of our health care delivery model.

Early in the year we kicked off U-Care, a care delivery model with the patient at the center. It directs the health care system to assist the patient in taking control of his/her health status and care. A basic premise is that patients should receive the right care, at the right time in the right location for the care needed. It asks us to consider how to help the patient to become more independent. Many processes were changed and are continuing to be perfected to ensure this is happening for every patient, every time. We have succeeded in showing we can reduce readmissions, improve coordination of care for oncology patients by using navigators, and improve compliance post-discharge from the acute care area by using community-based care managers. Implementing U-Care has required many of our staff to change roles, relocate departments and learn new skills. It has been a remarkable year for care redesign.

In an effort to coordinate and collaborate on transitioning patients to more outpatient services, Southeastern looked for ways to partner with other community providers. In January, LRA and Southeastern entered an agreement to consolidate inpatient and outpatient medical imaging services. This will enable us to coordinate outpatient imaging services for all patients. While there have been some transition issues related to processes, I believe the decision to consolidate these services will make imaging services more accessible and affordable to the public in the long term.

There continues to be progress to other outpatient services, most notably the beginning of the construction of the outpatient campus on Dawn Drive that will house ambulatory surgery and medical office space. Southeastern Health Park Phase I is due to open in late fall 2014.

Southeastern solidified its commitment to Campbell University's Jerry Wallace School of Osteopathic Medicine in 2013. This is a major accomplishment. It means we will become a major teaching facility for N.C. beginning in 2015. By affiliating with CUSOM, we will have the opportunity to train students and residents with the ultimate goal of retaining them as doctors in our community when their education is complete.

This year we focused efforts on further partnering with our communities. We conducted community listening events, kicked off Healthy Robeson A-Z, conducted the first Health Summit and held our first Community Awards. Information from the listening events will be used in developing our strategic plan for the future. Healthy Robeson A-Z is working closely with several employers to educate and promote health. The Health Summit brought together people across the community to better understand some of the challenges in health care and to identify how they might get involved. Community Awards for efforts to improve the health of our community recognized 24 individuals or organizations.

In November, we announced the purchase of a facility in Pembroke. Southeastern has had a small presence in the Pembroke area for a number of years. Our facilities were leased. The purchase of this facility will allow us to expand our rehab services, incorporate fitness services and add specialty clinics to the services currently provided in that community.

All these efforts have been to position Southeastern Health to succeed in the new world of health care resulting from the Affordable Care Act. We can no longer continue to operate as we always have. The demands have been great and stress has been ever present, but I am proud of what our organization has accomplished in a short time. I applaud each and every staff member for his/her efforts and cooperation. Southeastern is a strong organization, one our community depends on for not only health care but also jobs and economic impact. Thank you for all you did to ensure we had a successful year.

Joann Anderson
Joann Anderson, MSN, FACHE
President/CEO



Services expand in Pembroke

Southeastern Health (SeHealth) announced in November that it reached an agreement with FirstHealth of the Carolinas to purchase the FirstHealth Center for Health & Fitness-Pembroke facility.

The sale will become official December 31, 2013. Southeastern Health plans no interruption in the services available to fitness center members or rehabilitation patients. Enrollment fees will be waived for any FirstHealth Center for Health & Fitness-Pembroke fitness center members who convert their membership by December 30. FirstHealth fitness center members may call Southeastern Health's Fitness Services business office at (910) 738-6490 for additional membership transition information.

McElveen joins SeHealth Heart and Vascular



Russell McElveen, D.O.

Russell L. McElveen, D.O., has joined the medical staff of Southeastern Health. He will perform cardiac, thoracic and vascular surgery at Southeastern Health Heart and Vascular on the campus of Southeastern Regional Medical Center in Lumberton and offer cardiothoracic, vascular surgery consultation and follow-up care at Duke Cardiovascular Surgery of Lumberton.

Dr. McElveen earned a bachelor's degree in biological sciences from Clemson University in 1999. He completed his medical degree at Lake Erie College of Osteopathic Medicine in Erie, Penn. in 2006. He completed a residency in general surgery at Union Memorial Hospital in Baltimore, MD. in 2001 and a fellowship in cardiothoracic surgery at University of Mississippi in Jackson, Miss. in July of this year. He received additional training in vascular and endovascular surgery from Arizona Heart Institute in Phoenix, Ariz. His areas of special interest include cardiac surgery, benign esophageal surgery, thoracic oncology-lung and esophageal disease, dialysis access for end-stage renal disease, and peripheral and endovascular surgery.

A native of Florence, S.C., he plans to relocate to Lumberton, N.C., with his wife, Dr. Desma McElveen, and children, Russell and Rylee. To schedule an appointment with Dr. McElveen at Duke Cardiovascular Surgery of Lumberton, which is located at 2936 N. Elm Street, Suite 102/103 in the Southeastern Health Mall on the campus of Biggs Park Mall, call (910) 671-6619.

Neurosurgeon joins Southeastern Health

Virgilio Matheus, M.D., a specialist in brain and spine surgery, has joined the medical staff of Southeastern Health and will provide care at Southeastern Spine and Pain, located at 106 Farmbrook Drive, Lumberton.

Dr. Matheus completed his medical degree at Universidad Central de Venezuela's J.M. Vargas School of Medicine in Caracas, Venezuela in 2003. He completed an internship in general surgery at Albert Einstein Medical Center in Philadelphia, Pa., in 2007 and a residency in neurological surgery with a fellowship in complex spine surgery, both at the Cleveland Clinic Foundation in Cleveland, Ohio.

His areas of special interests within neurosurgery include treatment of deformity correction at any level of the spine through either an open or minimally-invasive approach, treatment of brain tumors, surgery for Chiari malformations and different techniques for the treatment of cerebrovascular diseases. Over the last several years, he has co-authored several articles in peer-reviewed journals as well as book chapters in several publications related to spine surgery. He is also a recipient of the 2011 Synthes award from the Congress of Neurological Surgeons for his research in spinal cord injury.

Dr. Matheus, a native of Venezuela, is fluent in both English and Spanish. He and his wife, Dr. Lina M. Vargas, a vascular surgeon, plan to live in the Lumberton area. To schedule an appointment with Dr. Matheus at Southeastern Spine and Pain, call (910) 671-9298.



Virgilio Matheus, M.D.

Farhad joins Surgical Center



Bamdad Farhad, D.O.

Bamdad Farhad, D.O., has joined Southeastern Surgical Center and the medical staff of Southeastern Health and Southeastern Regional Medical Center.

Dr. Farhad completed a bachelor's degree in biochemistry and computer engineering from Syracuse University in Syracuse, N.Y., in 2000. He earned his medical degree from New York College of Osteopathic Medicine in Old Westbury, N.Y., 2005. He completed surgical residencies at Lenox Hill Hospital in New York, N.Y. in 2008 and Saint Barnabas Hospital in Bronx, NY, in 2012. He also completed a fellowship in bariatric surgery at Tufts University Medical Center in Boston, Ma., earlier this year. His areas of special interest include general and bariatric surgery.

Dr. Farhad joins Drs. **Eric Velazquez** and **Lya Crichlow** and Physician Assistant **Karolyn Martin** at the clinic which is located in the Southeastern Health Mall at Biggs Park Mall in Lumberton. To schedule an appointment, call (910) 739-0022.

Dr. Watson-Locklear completes da Vinci training



Meredith Watson-Locklear, M.D.

Obstetrician/Gynecologist Dr. **Meredith Watson-Locklear** of Southeastern Women's Healthcare is the latest Southeastern Health physician to be trained on the da Vinci Surgical System.

The da Vinci system's advanced level of technology takes surgery beyond the limits of the human hand. The magnified view of the operating field, combined with the flexibility and precision of the computer-controlled surgical

tools, allows for very small incisions during surgery. Compared with traditional surgery, these smaller incisions potentially result in less blood loss, less pain and a quicker recovery. The first surgical case using the robotic system at SRMC was performed in September 2012.

A Smithfield native, Dr. Watson-Locklear completed her medical degree at Brody School of Medicine at East Carolina University in 2004 and completed residency training in obstetrics and gynecology at Arnold Palmer and Winnie Palmer Hospitals in Orlando, Fla., in 2008. She is board certified in obstetrics and gynecology. To schedule an appointment with Dr. Watson-Locklear, call (910) 608-3078.

Weight loss celebration of success

Southeastern Surgical Center hosted its first annual weight loss surgery “Celebration of Success” on October 24 to recognize the achievements of patients who have undergone weight loss surgery—achievements totaling weight loss of more than 700 pounds combined. Weight loss surgical patients were recognized for their individual weight loss accomplishments ranging from 20 pounds to more than 80 pounds.

“We celebrate weight loss success with patients to recognize their efforts,” said Dr. **Eric Velazquez**, bariatric surgeon affiliated with Southeastern Surgical Center and medical director for Southeastern Health’s bariatric program. “Patients are trying to achieve a goal so they push themselves to do better. They benefit from hearing others’ experiences and participating in support groups. In this celebration of success, patients saw others receiving awards for their personal milestones and hopefully, it will push them to achieve the same goals.”

Former surgical weight loss patient Elizabeth Locklear of Shannon underwent gastric bypass surgery in November 2012. She has since lost a total of 95 pounds and was one of several patients who shared their personal triumphs and challenges during the event.

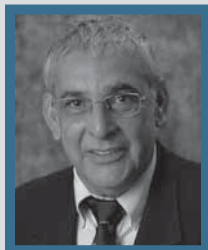
“True courage is taking the first step to change our imperfections—to dare to change our unhealthy lifestyles,” said Locklear. “Perseverance with the lifestyle changes and weight loss has been the key to my success.”

The event also highlighted personal milestones to better overall health. “Bariatric surgery is not only about weight loss, it’s about gaining back health,” said Dr. Velazquez. “These patients will enjoy not only the benefit of weight loss, but the benefits of complete resolution or improvement of their blood pressure, type 2 diabetes, obstructive sleep apnea, joint disease, acid reflux, hypercholesterolemia and hyperlipidemia among a long list of other obesity-associated diseases.”

The Southeastern Surgical Center, in conjunction with the Southeastern Weight Loss Center, hosts monthly information sessions on surgical weight loss options. To learn more, logon to www.southeasternhealth.org/surgicalcenter or to register for an upcoming seminar, call Southeastern Weight Loss Center at (910) 608-0307.



SRMC first in region to perform MAKOplasty® partial knee resurfacing



Riyaz Jinnah, M.D.

Orthopedic Surgeon Dr. **Riyaz Jinnah** performed MAKOplasty® partial knee resurfacing for the first time at Southeastern Regional Medical Center on September 30. The minimally-invasive treatment option is for adults living with early to mid-stage osteoarthritis (OA) that has not yet progressed to all three compartments of the knee. MAKOplasty is less invasive than traditional total knee surgery and is performed using a highly advanced, surgeon-controlled robotic arm system, known as RIO®. SRMC is the first to acquire this technology in the region.

MAKOplasty potentially offers the following benefits as compared to total knee surgery: reduced pain; minimal hospitalization; more rapid recovery; less implant wear and loosening; smaller scar; and better motion and a more natural feeling knee.

“MAKOplasty allows us to treat patients with knee osteoarthritis at earlier stages and with greater precision. Because it is less invasive and preserves more of the patient’s natural knee, the goal is for patients to have relief from their pain, gain back their knee motion, and return to their daily activities,” said Dr. Jinnah, who recently joined Southeastern Orthopedics in Lumberton.

Through its innovative use of technology, MAKOplasty takes partial knee resurfacing to a new level of precision.

The RIO® system enables the surgeon to complete a patient specific pre-surgical plan that details the technique for bone preparation and customized implant positioning using a CT scan of the patient’s own knee. During the procedure, the system creates a three-dimensional, virtual view of the patient’s bone surface and correlates the image to the pre-programmed surgical plan. As the surgeon uses the robotic arm, its tactile, auditory and visual feedback limits the bone preparation to the diseased areas and provides for real time adjustments and more optimal implant positioning and placement for each individual patient.

“Precision is key in planning and performing partial knee surgeries,” said Dr. Jinnah. “For a good outcome you need to align and position the implants just right. Precision in surgery, and in the pre-operative planning process, is what this technology can deliver, for each individual patient.”

The opportunity for early intervention is important as OA is the most common form of arthritis and a leading cause of disability worldwide, according to the American Academy of Orthopaedic Surgeons.

For more information about MAKOplasty surgery or to schedule an appointment with Dr. Jinnah, contact Southeastern Orthopedics at (910) 738-1065.

Foundation news



Boots & B-B-Q

The Mulch Brothers of Tennessee performed during the Southeastern Health Foundation Advocate's third annual Boots and BBQ fundraiser held Nov. 15 at the Southeastern Agricultural Center Pavilion. The event raised more than \$17,500 for SeHealth's Community Health Services' project to place walking trails in all 19 elementary schools in Robeson County.

Planning underway for annual gala



The Southeastern Health Foundation gala planning committee gathered recently to plan next year's event, proceeds of which will be used for a serenity/therapeutic garden for Gibson Cancer Center and WoodHaven Nursing, Alzheimer's and Rehabilitation Center short-term rehabilitation patients and family members for exercise and reflection. Pictured before the planning meeting, front row, from left, are: **Fordham Britt** (Physician Services) and Cyndy Inman; second row from left: Paula Lowry, Paru Patel, Amy Campbell, Gala Co-Chair Bunny Barker, Demetrius Hunt, Maureen Thompson, Betty Robinson, Jayne Huggins, and **Faye Caton**; third row from left are: Kellie Blue, Carole Lewis, Norris Grantham, Stacey Walters, Glenda Ryan, Mary Anne Rust, Heather Walters, and Lillian Koonce; fourth row from left: Allison Harrington, Barbara Walters, Carolyn Watson, and Suzanne Malloy; and back row from left: Von Johnson, Betsy Lee, Jonnie Nance, Thomas Ard, JoAnne Branch, Mira Kenney, and Melissa Herndon. Not pictured is Gala Co-Chair Claudia Villani. For more information about the gala, scheduled for February 21, 2014, at the Southeastern Agricultural Center in Lumberton, call 671-5583 or email foundation@southeasternhealth.org.

In the spotlight

SRMC hosts first visits from Campbell medical students

Medical students from Campbell University's Jerry M. Wallace School of Osteopathic Medicine, began their early clinic experience (ECE) work recently at Southeastern Regional Medical Center (SRMC), which is a part of Southeastern Health. During the visits, which continued through the end of October, each student spent three hours with one of SRMC's 23 hospitalists and were assigned to interview patients, participate in patient education, or shadow the hospitalist performing their clinical duties.

"We were extremely excited to welcome Campbell University School of Osteopathic Medicine for their first clinical experience," said Dr. **Robert Hasty**, Southeastern Health vice president of medical education and regional associate dean for Campbell University. "I know that the medical students had an excellent learning experience while helping to care for the amazing patients that we have the pleasure of treating in the southeastern North Carolina community. This also represents a milestone in the transformation of Southeastern Health into a world-class teaching health care organization."

SRMC was the only site which was selected by Campbell for this portion of the medical student's training, which provided them with an introduction into health care at the bedside.

Campbell University School of Osteopathic Medicine and Southeastern Health announced a partnership on Feb. 19 at Southeastern Regional Medical Center in Lumberton. The



partnership with Southeastern Health would involve training opportunities for third- and fourth-year Campbell medical school students, with additional residency programs provided post-graduation. Students and residents would have the opportunity to train alongside primary care physicians at Southeastern Regional Medical Center as well as primary care physicians and specialists throughout Southeastern Health's

network of 40 affiliates.

Joann Anderson, CEO of Southeastern Health, said Campbell's mission to prepare community-based osteopathic physicians to care for rural and underserved populations in North Carolina is a good fit for the purpose of her organization.

"I've seen the difference that a school like this can bring to a rural community that has huge challenges when it comes to health care needs," said Anderson. "The mission of this organization and the mission of Campbell University are in alignment. Both organizations have people's best interest at heart. We willing to commit the resources and meet the challenges in front of us to make sure that people have a better way of life and a hope for a future."

SeHealth receives residency program approvals



Pranav Jain, M.D.



Donald Morando, D.O.

Southeastern Health, in collaboration with Campbell University's Jerry M. Wallace School of Osteopathic Medicine, has been approved for two residency programs.

The American Osteopathic Association has given full accreditation status for a 39-position internal medicine residency program and a 24-position family medicine residency program, both of which will begin on July 1, 2015.

Dr. **Donald Morando** has been appointed program director of the family medicine residency program and Dr. **Pranav Jain** has been appointed program director of the internal medicine residency program.

"These are the first two residency programs for both Southeastern Health as well as Campbell University's School of Osteopathic Medicine," said Dr. **Robert Hasty**, SeHealth Vice President of Medical Education and Regional Associate Dean for CUSOM. "We are excited

for their approval and anticipate several other programs will be approved over the next few years at Southeastern Health. Southeastern Health is developing into an academic health care organization that will help serve the health care needs of Southeastern North Carolina and beyond with expert and caring physicians. These new programs will provide a positive financial impact for the community and will help take the quality of care for the region to the next level."

Hope in the midst of difficulty and despair

"I feel so guilty," Desiree said as tears trickled down her face. "My problems seem so small when I think of the victims and families in the Philippines and the devastation of the tornados in the Midwest. Everyone says I should feel happy and grateful during the holiday season, but I feel depressed, lonely and helpless, although I have a good family and supportive friends. Sometimes I wish I could go to sleep and not wake up."

Francesco had reason to grieve. His wife had died eight months earlier and he now faced the responsibility of raising three small children as a single parent. Medical bills and a recent cutback of work hours meant Santa Claus would not leave many gifts under the Christmas tree. Quite proud that he was a self-made man, he cringed at the thought of having to depend on others for help – "welfare," in his mind.

He thought his heart would break when some well-meaning (although misguided) friends had told him not to show his grief when his children were present. "Be strong for the children," they said. He wasn't certain he would "hold up" through this first holiday without his wife.

Desiree and Francesco represent a host of people who do not share the joy, celebration, love and goodwill of the holiday season. They will instead experience suffering, grief, sorrow, tears, and exhaustion. They are more likely to utter, "I just want Christmas to be over!" than "I just love this time of the year!" A minister said recently, "Divorce, disease, death: one or all of them conspire to take the wind out of so many sails at Christmas time."

Several SeHealth employees have recently commented, "Jack, with the difficult economic situation continuing and the challenge of making ends meet, you must be especially busy during the holidays." Surprising to some, that is not the case. Why? It seems many people will tough it out through this season, suffering in emotional and physical isolation, despair, and silence, self-medicating their pain in too many cases. The plan seems to be to hang on until the New Year when things "should" get better, or, if not, then hit the wall emotionally and call EAP or seek help and relief elsewhere.

If this is a difficult time for you, try some of the following coping skills that have stood the test of time:

1) Do not force yourself to make merry whether you feel like it or not, or yield to pressure from family, friend, work colleague or a religious system to do so. We need not be Scrooge, a saint, or the life of the

Employee assistance

by EAP Specialist Jack Crain



Jack Crain

party. A more practical solution is to take things One Day At A Time, praying to have the serenity to accept the things we cannot change, courage to change the things we can, and the wisdom to know the difference.

2) Remember the original meaning of the Christmas spirit and resist getting caught up in the sentimental nostalgia surrounding it. All of the world's great religions emphasize the need for humankind to understand that God (however one understands God) is with us, not only in our understanding of the life to come, but now, in this moment, especially if it is a difficult one. In our celebration of the fullness of life, whatever our religious or life-force persuasion, Emmanuel – God with us – can bring comfort in any situation.

Agnes Norfleet, a Presbyterian minister and chaplain in Atlanta, Ga., told of a conversation she had with a young cancer patient:

"Reid, age 5, was dying of leukemia. But he had some kind of fire in him that kept fighting the disease. He was a feisty redhead although most of his hair had fallen out from chemotherapy. His face was covered with freckles. Once I was making my way down the hall toward his room and caught his grandmother running out. Reid had just thrown a whole bucket of ice at his nurse. Being chaplain to Reid meant playing with him and listening to how he missed being at home, playing with friends. It meant engaging in long conversations with his very religious mother. Sometimes it meant just leaning against the foot of his bed and saying a prayer when he was too sick to move.

"Reid had a picture of Jesus on his headboard above his right shoulder. It looked like it had been cut out of a magazine and taped up there. One day I asked him, 'Reid, would you tell me about that picture?' Reid lifted himself up on his elbows and said, 'When the nurses come in and stick me with needles every day, big tears fall out of Jesus' eyes and down onto my pillow.'

Emmanuel – God with us!

I encourage you to share your pain and difficulties with trusted people in your life. God is with you, friends and family may be "with" you, and EAP is "with" you to listen and assist. Call 671-5067, and I wish for you a healthy and fulfilling New Year.

Promotions



Wayne Martin
(Emergency Services/
Medcare) – Manager

Megan Bailey (Cardio) - Supervisor
Courtney Britt (Physician Services) - Biller
Kevin Bullard (Central Sterile) - Certified surgical tech
Selina Cox (Safety & Security) - Interim manager
David Hall (Home Health) - PI auditor/supervisor
Fontina Hinson (OB/Delivery) - Shift supervisor
Ernest Johnson (Food & Nutrition) - Interim director
Carolyn Locklear (Central Sterile) - Sterile processing tech II
Sue Locklear (WoodHaven) - MDS nurse
Betsy Long (IT) - Coordinator
Katherine Nicholson (Care Mgmt.) - Social worker

Margaret Oxendine (ICU) - Staff RN
Tracy Pearce (WoodHaven) - Staff RN
Karen Porter (IT) - Coordinator
Amy Stricklin (Surgical Services) - Certified OR tech.
Kristine Suggs (Navigation) - Navigation coach
Travis Thompson (Security) - Officer
Denise Walters (Physician Services) - Biller
Kristin Worley (Physician Services) - Operations nurse
Elizabeth Wright (Behavioral Health) - Coordinator

Our people

Bear Team customer service excellence winners



Paramedics, from left, **Jody Bullard**, **Brian Harkin** and **Kerry Chavis** and were recognized as Southeastern Health's Bears of Excellence for the month of October. This award is presented to employees who exceed expectations.

They 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.

These employees were acknowledged with this award because they assisted a stranded driver by not only moving their car from the roadway and out of harm's way, but also waiting with them until help arrived.

Bullard and Chavis both live in Pembroke and have both worked for SeHealth for four years; Harkin is from Lumberton and has worked for SeHealth for two years.



Barbara Collins

Director **Barbara Collins** (WoodHaven Nursing, Alzheimer's and Rehabilitation Center) was recognized as Southeastern Health's Bear of Excellence for the month of November.

She was recognized for going the extra mile for customers when addressing their needs; maintaining empathy for customer's individual situations such as fears, financial concerns, family issues, etc.; and exemplifying "I am" what customers see and hear.

Collins was acknowledged with this award because she assisted a resident following the death of his wife of 71 years by transporting him in her personal vehicle to and from her visitation and funeral, as well as to his home place to visit with his family.

"I did this because of the people we serve and am proud that I touched someone," said Collins. "I will do anything to be of help to our residents." Collins lives in Red Springs and has worked for Southeastern Health for 16 years.



Want to stay in the know on all things Southeastern? Catch us on the web at www.srmc.org or "Like" us on Facebook!

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Kirk named as SeHealth director



Peggy Kirk

Peggy Kirk has been named director of Southeastern Health Heart and Vascular, formerly known as Southeastern Heart Center.

Kirk has more than 20 years of experience in health care leadership, most recently with Lexington Medical Center in West Columbia, S.C., including five years as a cardiovascular service line director.

She has leadership experience

across all aspects of cardiothoracic/cardiovascular inpatient and outpatient services. Kirk also has experience in planning and development for cardiovascular services and has been responsible for the start-up and development of new open heart and intervention programs.

Kirk, a native of New York, earned an associate degree in nursing from Central Carolina Community College in Sanford, N.C. in 1992. She completed a bachelor's degree in nursing from Regents College in Albany, N.Y., in 1999, and master's degrees in nursing in 2003 and health care administration in 2006, both from University of Phoenix. She is certified as a critical care nurse.

Kirk, along with her husband and son, plan to live in Lumberton.

Southeastern Health Heart and Vascular is managed by Duke Medicine and located on the campus of Southeastern Regional Medical Center, a part of Southeastern Health. To learn more about the center, call (910) 671-5333.

Speakers Bureau

Coordinator **Amanda Roberts** (Wellness) presented a program at CHEC on Oct. 16 on *Laughter yoga*.

VP **David Sumner** (Support Services) spoke to the Robeson County Board of Realtors on Oct. 19 on *Southeastern Health Park*.

Manager **Kathy Hansen** (Southeastern Wound Healing Center) spoke to the residents of Providence Place on Oct. 30 and seniors of Lisbon Baptist Church on Nov. 5 on *Skin care and wound healing*.

VP **Teresa Barnes** (Acute Care Services) spoke to Kiwanis of Robeson on Oct. 30 on *U-Care*.

Therapist **Julie Sawyer** (Rehab Services) spoke to the residents of Woodfield apartments on Nov. 5 on *Pelvic floor rehab*.

President/CEO **Joann Anderson** spoke to members of the Red Springs Chamber of Commerce on Nov. 7 and at UNC Pembroke's American Indian Executive Management and Leadership Conference on Nov. 20.

Dr. **Riyaz Jinnah** (Southeastern Orthopedics) spoke to Kiwanis of Robeson on Nov. 13 on *Osteoarthritis*.

Achievements

Director **Vivien Lunsford** (Supply Chair Management) was named one of *The Journal of Healthcare Contracting* magazine's "Ten People to Watch" and was profiled in their August 2013 issue.