Caregivers Celebrated at MQC Cookout

Sparrow recently hosted a cookout to recognize and thank Caregivers whose commitment to the Sparrow Way made possible our Michigan Quality Council 2012 Quality Leadership Award. Sparrow executives served up hotdogs, hamburgers, veggie burgers and more to a packed (but windblown) crowd on the Sparrow Cancer Center Parking Deck. The MQC’s Quality Leadership Award is the highest honor for organizational performance excellence in Michigan, and Sparrow Hospital is only the eighth hospital to earn this recognition. This is a team achievement and a reflection of all of our Caregivers and your dedication to providing quality, compassionate care to every Patient, every time.

Physicians Health Plan offers new look to award-winning service

PHP recently celebrated the unveiling of a new look, reflecting its relationship with Sparrow by incorporating the green interlocking rings into its brand identity. The new look can be seen in signage and advertising, and will be incorporated into all PHP materials as the supply of current stock is replenished. The interlocking rings represent relationships – between community and healthcare, quality and member experience, PHP heritage and vision, members and their health plan, PHP and their network of providers. They also demonstrate PHP’s ongoing commitment to the One Sparrow ideal, vision and values.

PHP, a Sparrow subsidiary since 1982, has been recognized as one of Michigan’s best health plans for customer service, providing coverage to more than 70,000 members across Michigan.
“Miracle Lady” honored at annual Hike/Bike for Hospice

Janice May Todosciuk, of St. Johns, was known as the “Miracle Lady” because her zest for life defied doctors’ prognoses after open-heart surgery in 2007. When Janice’s health began to falter, she was brought to Lansing, because according to her daughter Annette Snyder, “there is such a feeling of love, comfort and home at Sparrow’s Hospice House.”

A release of doves in her memory kicked off the recent Hike/Bike for Hospice, an event that has raised more than $700,000 for Hospice in mid-Michigan since 2000. Janice’s husband, Frank, and daughter Annette gave moving tributes, reflecting on the amazing care provided to her in her final days by Sparrow Caregivers.

The Hike/Bike included food, music therapy, kids’ activities, demonstrations by Impression 5 and Potter Park Zoo, Sierra Rose Farm miniature horses and visits by Big Lug and Sparty.

“This annual event is a chance to raise awareness of Hospice services, raise funds to ensure the continued delivery of compassionate hospice care, and honor and remember our loved ones,” said Michelle Wiseman, Director of Hospice House of Mid-Michigan. “It’s really a heartening, and healing, event.”

Service Excellence puts Patient first, literally

Patient needs must always come first, and, for the Service Excellence Department that means in name too.

The newly named “Patient Experience Department” will better align with Sparrow’s philosophy to support the consistent and systematic delivery of patient-centered care.

This new beginning also means a realignment focusing on patient advocacy, improved response to feedback from patients and stakeholders, using data analytics to improved services, and deploying evidence-based practices.

Protecting you from the Flu – It’s the Sparrow Way

Providing good Patient centered care means getting and keeping our Patients healthy. It also means taking care of ourselves so that we are on our “A” game.

The flu shot is the safest, most effective way to prevent or mitigate the flu, and we can use our example to encourage our Patients to get vaccinated too.

Caregivers and Volunteers can get free vaccinations at the Occupational Health Clinic or its satellite office in the Sparrow main lobby.

Frank Todosciuk releases doves in remembrance of his late wife, Janice, who passed away at Sparrow’s Hospice House of Mid-Michigan earlier this year.

 GET MORE CONTENT ONLINE

For more Sparrow News content, visit sparrow.org/mysparrowassociates. Scroll down to “Sparrow News” and click on “Additional online content.” You’ll see stories and photos on:

» MQC Celebration photos
» EMR leadership training photos
» Gary Reetz retirement photos
» Walk for Obesity photos
» SMG DeWitt supports the Tigers
Foundation pizza parties huge success in urging Caregivers to give back

Sparrow Foundation Board member Dominic Carbone put his money where his mouth is and helped the Foundation raise hundreds of thousands of dollars through Sparrow pizza parties.

Carbone, a Hungry Howie's franchise owner in East Lansing/Lansing, hosted 87 Sparrow department pizza parties in recent months to promote the Foundation's 2012 Family Campaign. He provided free pizza and fixings to 1,986 Caregivers who contributed more than $260,000.

“This is a perfect example of a community partnership and Board member leading the charge,” said Stella Cash, Vice President for Development and Strategic Partnerships.

For more than 50 years, the Sparrow foundation has used these gifts to invest in programs, facilities, and technology that support the exceptional care at Sparrow. The generosity of Sparrow Caregivers makes a difference in the lives of our Patients, their families and our organization, each and every day.

If you didn’t have a chance to make a party, you can still sign up to contribute online at www.sparrowfoundation.org/caregivers.

Boxes like this one have been cropping up in corners and hallways all around the Hospital. October marks the Michigan Hospital Association’s Harvest Gathering Food Drive, a time when Sparrow Caregivers gather food for the hungry in our community. Last year we donated more than 13,000 pounds of food, so the race is on. For more information, contact Tracy Feazel at 517.364.7179.

Annual volunteer recruitment drive underway—spread the word!

Some of Sparrow’s best Volunteers come to us from family or friends of Caregivers. During the 2012 recruitment drive, which runs until Oct. 31, any Caregiver who recruits a new volunteer to join the Sparrow team will be entered into a drawing for great prizes.

Sparrow’s dedicated and caring volunteers play a vital role in our ability to provide quality, compassionate care to everyone, every time. We’re currently looking for help in Patient Concierge, Escort/Information Services at St. Lawrence, Information Services for flower/mail delivery, Heart Center Lounge Volunteers, Surgical Lounges, Gift shops, TLC Critical Care Lounge and Neuro Navigators. We also need volunteers with nimble fingers to sew fidget pads and walker bags.

To learn about how you or someone you know can make a difference, visit www.sparrow.org/volunteer and apply online.

PEOPLE NEWS

Michael Zaroukian, MD, PhD, Sparrow Chief Medical Information Officer, is on the ballot for election to the prestigious Healthcare Information and Management Systems Society (HIMSS) Board of Directors. Voting takes place online by more than 44,000 individual members, 570 corporate members, and 120 not-for-profit association members.

Gary Reetz, Accounting Controller, celebrated his retirement at a tea on Oct. 4 at the Clark Conference Center after 13 years of dedicated service to Sparrow. Reetz has been instrumental in five bond issues and obtained beneficial tax and reimbursement gains for Sparrow. He revamped the investment management process for Sparrow’s investments and pension. We wish him the best of luck and many happy rounds of golf.

John Baker has been appointed as the new Laboratory Administrative Director. Baker comes to Sparrow with more than 30 years of lab experience, most recently serving as the Director of Operations for CAP-Lab in Lansing. A special thanks to George Maier for his exemplary service as Interim Director.

William Laurain has been hired to serve as Executive Director, Facilities & Development. He will play a key role as Sparrow undertakes facility growth and improvements over the next few years, including Ambulatory facilities, ER and Surgical, to name a few.

Theresa Pruder, a Sparrow Caregiver of nearly 23 years, has been chosen to serve as Interim Director of the Sparrow Cancer Center. Pruder has spent 20 years in the Cancer Center, working as a radiologic technologist, radiation therapist, pain center operations manager, and radiation oncology manager.

Russ Zalkin has been hired as the Personal Training & Fitness Manager at the MAC. Zalkin has been recognized as a top trainer in Indianapolis for 10 years and comes to Sparrow from a hospital-based health club in Chicago. He brings with him Zip Training, a high-intensity training method developed to produce quality results in less time!
Hundreds bandaged, stitched, and healed, oh my!

A few stitches, bandages, and a simple “all better” from Sparrow Emergency Department Dr. Amy Blasen, D.O., was all it took to bring smiles to the faces of hundreds of kids at the recent Teddy Bear Hospital and Picnic at Michigan State University. Blasen was one of a handful of doctors who repaired teddy bears and dolls.

“It’s such a great event and it helps to teach kids to not be afraid if they ever have to come to the Emergency Department,” Blasen said. “Our goal is to not only fix the teddy bears but to also lessen any anxiety children may feel when they’re facing medical treatment.

“At Sparrow, the Patient comes first so if there’s something we can do to improve Patient experience, we’re going to give it a try,” she said. “Seeing the smiles on these kids’ faces and showing them there is nothing to fear is very rewarding.”

You can stop a stroke FAST

You can stop a stroke. When someone is suffering a stroke, dial 911 and get to the hospital immediately. Be sure to act FAST and know the signs: Facial weakness, Arm weakness, Speech difficulty. Time to call 911.

It’s easy to confuse stroke symptoms such as dizziness, headache, and weakness with simply not feeling well. Did you know that 44 percent of stroke sufferers don’t act fast enough to get treatment? By acting FAST, you can help to stop a stroke. Symptoms can be sudden. Let the experts at Sparrow’s Certified Stroke Center help you.

The Sparrow Stroke Center is the only facility in the region certified as an Advanced Primary Stroke Center by the Joint Commission. Sparrow also has been recognized for its quick use of a clot-busting drug, or tissue plasminogen activator (tPA), in a statewide clinical trial sponsored by the National Institutes of Health.

For more information, visit www.sparrow.org/stroke.