Gift Shop Grand Opening. Flanked by Service Auxiliary members Mary Anne Marvin, (below, left) and Betty Francis, (below, right) Sparrow President and CEO Dennis Swan snips the ribbon at the grand opening ceremony for the newly remodeled Sparrow Hospital Gift Shop on Sept. 13. The Gift Shop makeover included a 300-square-foot expansion, new lighting, displays, counters and an attractive new entrance. After the ribbon-cutting, Swan made the first purchase, receiving his goods from Marvin in one of the Gift Shop’s distinctive red-striped bags (right). The Gift Shop has been operated by the Service Auxiliary since 1956, donating all proceeds back to Sparrow Hospital.

Diversity event focuses on Middle Eastern culture. Sparrow physician Abdalmajid Katranji, MD, explains the wide variety of cultures and customs that have emanated from Middle Eastern nations during a presentation in the Sparrow Hospital Auditorium. The event, sponsored by Sparrow’s Diversity and Inclusion Department, is part of an ongoing series that highlight the varied backgrounds of mid-Michigan residents.
Sparrow physicians, practices earn Patient-Centered designation

Dozens of Sparrow-affiliated physicians from 26 offices have been selected as Patient-Centered Medical Home practices by Blue Cross Blue Shield of Michigan. Offices receiving this designation have achieved an overall high level of care.

Blue Cross Blue Shield gave the designation to 55 physicians from 19 offices that are part of the Sparrow Physicians Health Network (SPHN) and 29 physicians from seven offices in the Sparrow Medical Group (SMG).

“These Patient Centered Medical Home practices are leading a transformation in health care,” said Dr. Harman Nagler, M.D., executive medical director of SPHN. “They truly think about care from the patient's point of view.”

The physicians and practices were observed and rated on numerous quality measures, such as the level of preventive care for adolescents and health screenings given to adult women. They also were evaluated on other initiatives, such as increased access for patients.

“We’re absolutely delighted by the designation,” said Dr. Peter Graham, M.D., SMG Vice President. “It’s a lot of work. I absolutely give the credit to the physicians and the practices.”

Graham says preventive care is a huge part of the concept. “This shifts the focus to keeping people healthy in the first place and helping them become managers of their own health,” he said.

Steve Guertin, MD, was recently honored at a special reception at the MSU University Club in August to recognize his outstanding service on the Sparrow Health System Board of Directors. Dr. Guertin, who ended his service on the board, will continue his role as director of the Sparrow Children's Center.

Amit Masih, MD, has joined the Sparrow team as a headache specialist in the Pain Management Center. Dr. Masih, who served a family medicine and neurology residency at Sparrow, recently completed a pain and headache fellowship at the University of Michigan.

Happy ending.

WILX-TV 10 reporter Lauren Zakalik (far right) shares a laugh with Fowlerville couple Emily and Matt Crockett who recounted the story of how their new daughter Lilah, was born in their Pontiac Aztec on US-127 on their way to Sparrow Hospital. Though technically not born at Sparrow, Brahms lullaby was played over the hospital P.A. system to celebrate Lilah, born on Sept. 13, weighing 8 lbs. and 20 ½ inches long. Congratulations!
Larry Rawsthorne, MD, has been appointed to the position of medical director for critical care. In his new role, Dr. Rawsthorne, who most recently served as senior vice president of medical affairs, will help implement a national best standard model of care for Sparrow critical care units.

Tom Ostrander has been named interim vice president of professional services. Tom, who also currently serves as vice president of human resources is stepping forward to fill the role formerly held by Mark Brett, who now serves as senior vice president of affiliate operations.

We welcome back Jackie Thomas-Hall as our director of diversity and inclusion. Jackie has returned to Sparrow in her previous position, after serving in a similar position for Kraft Foods in Chicago.

The Care for the Caregivers craft show is scheduled for Thursday, Nov. 11, in the Sparrow Professional Building atrium from 8 a.m. – 4 p.m. Sparrow associates, volunteers and retirees are welcome to call and reserve a table for your home crafted items. Table/space fee is $40 and is reserved on a first-come basis. Space is limited.

For reservations please call Monica Phelps at ext. 42941.

Sparrow-Ionia adopts highway segment
Associates of Sparrow-Ionia Hospital have adopted a section of the I-96 freeway as part of the Michigan Department of Transportation’s Adopt-A-Highway program. Participants adopt both sides of a section of state highway roadside to clean up over a two-year period.

For details of the program or to volunteer, contact Laurie Tjalsma, ext. 31491.

November is open enrollment time
Sparrow’s annual open enrollment for Flexcare and health insurance benefits is scheduled for November with an effective date of January 1, 2011. Associates can make their elections using “My Associate Record” on the Sparrow Intranet. Voluntary benefits will again be offered during this period. Watch your home mailbox and future Sparrow News articles for exact dates and additional information.

PHP rated state’s best
Physicians Health Plan of Mid-Michigan (PHP) has been named the state’s best health plan for customer service in the 2010 Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey. The Sparrow-owned health plan provides high-quality health care coverage to more than 400 employers and 70,000 members.

“Receiving Michigan’s No. 1 ranking for customer service reflects our staff’s dedication to providing quality care and service,” said PHP President and CEO Scott Wilkerson. “I’m exceptionally proud of our team’s hard work and commitment to each and every one of our members.”

The CAHPS program is a public-private initiative that ask consumers and patients to report on and evaluate their experiences with health care. These 2010 results for PHP were based on surveys with 1,245 commercial members.
**Lift techs at work.** From left Sparrow Hospital Lift Team members from left, Tulenken Noda and Julie Locke move a lifting device into a patient’s room on 7-Foster to assist the nursing staff by moving a non-ambulatory patient from a wheelchair back into bed. Since the Sparrow Lift Team was formed in December of 2008, recordable injuries from lifting have decreased dramatically. The joint endeavor between Sparrow and the Michigan Nurses Association (MNA/PESCH) which began as a six-month pilot program has been permanently implemented and expanded to seven days a week, from 6:30 a.m. – 7 p.m.

**Hardy souls.** According to veterans of the event, this year’s annual DALMAC bicycle ride from Lansing to the Mackinac Bridge was the toughest one ever. Facing torrential rain and 50 mph wind gusts, the 2010 DALMAC, now in its 40th year, severely tested the more than 2,200 cyclists who participated in the 322-mile event. So let’s hear it for these Sparrow team members who were among those who completed the trip, cold, wet and tired – but triumphant. Front row, center: Tom Woodward. Second row, from left: Matt Bondi, Shellie Bailey, RN, Cheryl Hansen, RN, and Diane Gibbs. Third row: Pete Zipple, Matt Mennare, Keith Apelgren, MD, and Deanna Babcock-Pung, RN. Back row: Paul Eifert and Chris Holtham.

**Lift Team Stats**
- Average number of lifts or repositions each day – 50
- Decrease in recordable injuries (on units served by the Lift Team) – 64 percent
- Restricted work day decrease – 74 percent
- Lost work day decrease – 89 percent