The all-new sparrow.org website is here and it's cleaner, brighter, easier to navigate and boasts lots of new features. Among these:

- A user-friendly design and interface to provide for more efficient browsing and increased visibility on search engines such as Google.
- Comprehensive health content pages
- Special portals for patients, associates and physicians with specific content for each segment.
- Enhanced multimedia capabilities, allowing for more video, sound and social media channels such as Facebook and Twitter.
- Expanded marketplaces and improved online service for patients to keep in touch with friends and family.

"Our goal was to create a website that helps unify us under our new brand identity, and is consistent with Sparrow’s transition toward simpler, more efficient service and care," said John Berg, executive director of marketing and strategic development, whose team helped direct the content and design of the new sparrow.org. "Our hope is that people like the fresh new look, and take advantage of our many user-friendly features."
Call 43434 – Service Response Center promises fast results

Is a trash can overflowing in the lobby? Is there a spill in the hallway on 5-South? Does a patient need to be lifted back into bed on 7-Foster?

At Sparrow, there is one number to call to get a quick response to these situations -- and many more. Sparrow Hospital’s Service Response Center at extension 43434 coordinates the resolution of requests regarding environmental, safety or patient comfort issues.

“It’s a one-stop-shopping number,” said Wally Wozniak, Sparrow’s Director of Support Services. “If you see a problem or concern, just call extension 43434 -- we will take care of the rest.”

Here is a sample list of the non-clinical issues handled by the Service Response Center:

- Room temperature
- Extra pillows
- Lift team request
- Trash pickup
- Noise issues
- Call light not working
- Light bulb replacement
- Plugged toilets or drains
- Television issues
- Room cleanliness
- Plumbing problems
- Spills

Sparrow’s Service Response Center operates every day, 6:30 a.m. to 9 p.m. After hour calls are transferred to the hospital switchboard operators who coordinate the service.

Tell us your problems.
From left, Ashley Hoover and team leader Jason Foote in the Service Response Center’s new headquarters on 2-Foster. The center processes 200-300 phone calls per day.

Kristin Bredin, DO, has joined Sparrow’s Palliative Care Service team. Most recently, Dr. Bredin served with Sparrow’s Hospitalist service.

David Macak was awarded a $1,500 scholarship from Sparrow’s Women’s Board of Managers scholarship program for nursing students. David, who serves on Sparrow Hospital’s Intensive care Unit as a patient care technician, is a second-year nursing student at Lansing Community College.

But first, we must get these hoses untangled. Aramark technician Prasad Manda is one of many workers busy in the preparation of Sparrow Hospital’s two new operating rooms. The new, gleaming, state-of-the-science O.R.s are scheduled to open in November, bringing the number of Sparrow O.R.s to 20 on the main campus, four on the St. Lawrence campus.

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Children's Ballet Theatre feature Sparrow patients, aids CMN

Several children who receive pediatric services at Sparrow will join forces with the Children's Ballet Theatre of Michigan (CBT) for the 30th anniversary presentation of The Nutcracker on Thanksgiving weekend. Several children with physical limitations will perform in this local holiday tradition.

"The 'Nutcracker' has always been about family and the magic of childhood dreams" says Director and Choreographer Gregory George. "We're thrilled to help make some dreams come true for these children".

The inclusion of the children in the show is part of a partnership between CBT and the Children's Miracle Network (CMN). Last year, in addition to hosting these guest performers, the CBT raised more than $1,000 for CMN.

Show times and ticket information are listed at www.cbtdance.org or at 1-800-WHARTON. Once again, Sparrow will be offering discounted tickets through SPA.

Open enrollment in November
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 for deadlines and information.

Harvest Gathering – it’s not too late
The Michigan Health and Hospital Association’s (MHA) Harvest Gathering Food Drive at Sparrow began in October and runs through the week of Nov. 8. Food donations go directly to local food banks. To help or volunteer is easy – put out a box and remind and encourage your co-workers to donate non-perishable food items. Bring the items to the designated pick-up spot for collection.

Operation Santa
The Operation Santa program targets underserved families who have students at Lansing’s Bingham Elementary School. To brighten the holidays for these families, Sparrow associates donate gifts for a specific child or children.

Public flu vaccinations still available
Sparrow Hospital has five walk-in, flu vaccination clinics for adults in the hospital main lobby during November with a cost of $25 per vaccination. Only cash will be accepted. The dates and times are as follows:

Wednesday Nov. 3 4 - 7 p.m.
Friday Nov. 5 4 - 7 p.m.
Tuesday Nov. 9 4 - 7 p.m.
Thursday Nov. 11 4 - 7 p.m.
Saturday Nov. 13 9 a.m. - noon

Sparrow associates physicians and volunteers can receive free flu shots through Occupational Health Services ext. 43591.

We say goodbye to Ted Kilvington, who is retiring after serving for more than 37 years in the Engineering Department as a plant operator. At his retirement tea, Ted (in the patriotic hard hat) celebrated with his family members, all of whom have been employed at Sparrow or St. Lawrence at one time in their lives. Front row, from left: Ted’s brother Bill Kilvington, Bill’s wife Vivian Kilvington, RN, and Ted’s mother Kathryn Kilvington. Back row, from left: Ted, his wife Beatrice, and sister Diane Goss. On behalf of the entire Sparrow family, the Sparrow News offers our best wishes to Ted for a long and happy retirement, and thanks all the Kilvington clan for their service to our community through Sparrow.
**Hike for Hospice draws more than 500.** It was a nice day for a stroll and more than 500 people walked, talked and basked in nature at Sparrow’s 11th annual Hike for Hospice at Granger Meadow Park in Lansing on Oct. 3. A feature of the hike was a memorial fence with each of the 389 pickets honoring the memory of a former hospice patient. The growing event, sponsored by the Sparrow Foundation, raised more than $85,000 to support hospice services in mid-Michigan.

Michigan State Spartan Women’s Basketball Coach Suzy Merchant served as the honorary chair of the event.

**Vaccination station.** From left, » Jackie Dorr, RN, administers a flu vaccination to physical therapist Kalyani Iyer at one of the free flu shot clinics offered to Sparrow associates, volunteers and physicians in October. This year’s seasonal flu vaccine protects against three influenza viruses that research indicates will be most common during the upcoming season, including the 2009 H1N1 virus.