**Lifesaving airlift.** Amidst the swirling snow on the Sparrow Tower’s rooftop helipad, security officers from left, Joe Becker, Shane Hagadorn, Dan Porter and Tim Broyles assist Life Net paramedic (center) Alan Jackson secure a patient to a gurney before riding down the elevator to Sparrow’s Emergency Department and our region’s only Level I Trauma Center. Sparrow’s air-ambulance service enables many severely injured patients to receive specialized care in what is known as the “golden hour,” the hour immediately following traumatic injury in which medical treatment to prevent irreversible internal damage and optimize the chance of survival is most effective. In service since April 2009, Sparrow’s Life Net air ambulance has received more than 500 transport requests and transported patients from more than 25 hospitals statewide to Sparrow for specialized care. To transfer a patient via air ambulance, call 1.87.SPARROW.1

**MAC sports new look.** The gymnasium floors at Sparrow’s Michigan Athletic Club (MAC) reflect the new Sparrow brand identity, part of an extensive reinvestment that was completed this fall. Along with a new green color palette, the MAC’s recent enhancements include launching free “Ask the Trainer” sessions to increase member access to trainers; upgrading the monitors on all cardio exercise machines; adding more treadmills and abdominal core machines; and remodeling all four locker rooms. The MAC is ranked sixth among the top 100 single location health clubs in the U.S. and is the only mid-Michigan health club affiliated with a hospital.
Sparrow earns Gift of Life honors

A record 21 Michigan hospitals have been recognized nationally for their outstanding accomplishments in organ donation. Eighteen hospitals, including Sparrow, won silver Medals of Honor and three received bronze awards.

The honored hospitals converted at least 75 percent of eligible candidates for organ donation, which is a national goal set by the U.S. Department of Health and Human Services.

In their efforts to save lives through organ donation, Sparrow and the other recognized hospitals worked closely with the MHA Keystone Center for Patient Safety & Quality and Gift of Life Michigan.

“Our hospitals are dedicated to saving lives through organ donation and they deserve recognition for that,” said Richard Pietroski, CEO of Gift of Life.

“Theyir success means more than getting a medal – it means new life for nearly a thousand patients.”

Those wishing to make a commitment to someday donate organs can register at www.giftoflifemichigan.org or at any Secretary of State branch office.

For more information or to join the Donor Registry, call 1.800.482.4881.

Neuro care manager Lisa Harris, RN, has been one of the leaders of Sparrow’s award-winning efforts at saving lives through organ donation.

» Occupational Health satellite offers convenience. Ready for your flu shot? Need your TB test? Sparrow’s Occupational Health Services opened a satellite in September for the convenience of associates in the main hospital. It’s easy to find. It’s near the south entrance of the skywalk linking Sparrow Hospital and the Sparrow Professional Building.
Sparrow, MNA reach contract agreement

Michigan Nurses Association/Professional Employees Council of Sparrow Hospital (MNA/PECSH) have ratified a new, 3-year contract covering wages, benefits and staffing levels for Sparrow registered nurses and other healthcare professionals.

The tentative agreement was reached Nov. 18. Union members voted overwhelmingly to ratify the agreement Nov. 29.

The MNA/PECSH represents about 2,100 professional associates, including about 1,600 nurses. The balance includes pharmacists, social workers, medical technicians and other specialties.

Women’s Board seeking nominations

The Sparrow Women’s Board of Managers is seeking nominations for the Physician Hall of Fame and Sparrow Founders’ Day award. For both applications, questions may be directed to the Sparrow Volunteer office at 364.3606 option 5 and completed nomination forms must be received by January 7, 2011. Previously submitted applications remain active for five years.

W3 announces award funding

Sparrow’s Women Working Wonders (W3) volunteer group has announced award funding for six proposals after considering proposals from more than a dozen hospital departments. Funding was awarded for the following:

- Ob/Gyn Women’s Center Material Kits
- SANE bed
- Adult Rehab Pelvic Model
- Labor/Delivery Remodel and Naming of the Bereavement Room
- Stereotactic Biopsy System
- Hospice Transitions Endowment

In total more than $225,000 was awarded by the W3 committee.

Michigan site of patient-centered care project

The Centers for Medicare and Medicaid Services (CMS) has selected Michigan as one of eight states to participate in a demonstration project that is intended to evaluate “health home” and “patient-centered medical home” concepts. “This is great news for Michigan,” said Michigan Department of Community Health Director Janet Olszewski. “Under this project, nearly 1.8 million Michigan residents will receive patient-centered care that is better coordinated, provides more personal attention from their physician and their health teams, and assures recommended preventive and chronic care management to keep us well and avoid preventable disease and disability.”

In September, 55 physicians from 19 offices that are part of the Sparrow Physicians Health Network and 29 physicians from seven offices in the Sparrow Medical Group (SMG) were selected as patient-centered medical home practices by Blue Cross Blue Shield of Michigan. For more information on the CMS demonstration project and these initiatives, visit: www.innovations.cms.gov.

We say goodbye to »

Dorothy Thompson, who served our community for more than 30 years in Sparrow’s Environmental Services Department.

On behalf of the entire Sparrow family, the Sparrow News thanks Dorothy for her service and offers our best wishes for a long and happy retirement.
Crafty shopper. Risk Manager Jennifer Dankert, RN, peruses the merchandise at the annual Care for the Caregivers Craft Sale in the Sparrow Professional Building atrium on Nov. 11. Dozens of vendors displayed their handcrafted items, with a percentage of the proceeds from the popular sale benefiting Sparrow’s Care for the Caregivers fund. The internal fund provides support for associates who have experienced misfortune by offering a monetary gift.

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At this season we thank you for your ongoing support of Sparrow. Your generosity of spirit is a cherished gift. May your holidays be filled with joy, laughter, love and friendship.

Holiday Turkeys – Dec. 15-16
Once again this year, all Sparrow associates, volunteers and retirees are eligible to receive a frozen turkey as a holiday gift. The turkeys will be distributed at sites on the Sparrow and St. Lawrence campuses, the Michigan Athletic Club, Sparrow Health Science Pavilion, Sparrow Clinton Hospital and Sparrow Ionia Hospital. Watch for your turkey coupon, which will contain times, dates and locations of turkey distribution.

Happy Holidays!