“Quiet for You” campaign launches at Sparrow

Be on the lookout for Sparrow’s new hospital-wide “Quiet for You” campaign.

The campaign is part of Sparrow’s proactive approach to reducing noise and will feature posters and other materials with the taglines “Quiet for you” and “Quiet for Patients” to remind everyone to promote a quiet, healing environment.

The Marketing Department received well over 130 entries to the “Quiet for You” photo contest. The contest invited all Caregivers to enter their child’s or grandchild’s photo for a chance to be featured in materials.

A dozen children were selected and all recently participated in two photo sessions held outside of the Orthopedics Center on the 6th floor of the Sparrow Tower. The children were photographed in various poses with most holding a finger to their lips in the universal sign for “Sshhh!”

Sparrow named among top health systems in country in prestigious new study

Sparrow has been named one of the best-performing health systems in the nation in a study released by Thomson Reuters and Modern Healthcare.

The study evaluates health systems based on 12 factors, including Patient safety, Patient experience and other quality benchmarks such as complications and post-discharge survival rates.

Sparrow Health System was nationally ranked in the top 20 percent of medium-sized U.S. health systems and was the only health system in the mid-Michigan region to earn this recognition.

“The Sparrow way of delivering care is to focus on Patient-centered evidence-based best practices,” said Dennis A. Swan, President and CEO of Sparrow Health System. “The national recognition is a direct reflection on the quality of Sparrow’s Physicians, Nurses, Staff, Volunteers and Boards of Directors.”

The fourth annual study evaluated data from 321 health systems and singled out systems that achieved superior clinical outcomes. Thomson Reuters Corporation is a business data provider that owns the Reuters news organization.
Scrub donation drive benefits good cause

Have you wondered what to do with your old scrubs now that Sparrow has new color-grouped uniforms? Caregivers are encouraged to donate gently used scrubs to a great cause at a donation drive set from 9 a.m. – 5 p.m. Monday, Feb. 6, in the Sparrow Professional Building, conference room B.

Donations will benefit the Career Closet, sponsored by the Women’s Resource Center of mid-Michigan and the Sparrow Emergency Department SANE program.

Caregivers who are interested in volunteering or have questions should contact Stephanie Prosser at Stephanie.Prosser@sparrow.org.

W3 raises $52,000 for Foundation through run/walk

The Sparrow Foundation’s Women Working Wonders (W3) committee recently presented a $52,000 check to the Foundation from proceeds from the very successful 8K/5K/0K event held outside the Sparrow Cancer Center in September.

The presentation came during a Sponsor Recognition Celebration attended by about 150 volunteers, sponsors and event winners at a Michigan State University women’s basketball game against the University of Michigan.

About 230 people participated in the annual W3 run/walk.

Clarification

Injury care is not provided at the Occupational Health Satellite Clinic. Caregivers who are injured on the job can receive care at the main Occupational Health Clinic in Suite 101 of the Medical Arts Building, Monday through Friday, 7 a.m. – 5 p.m.
Hospice volunteers win awards

Gina Spencer of East Lansing has been named Sparrow's 2011 Hospice House Volunteer of the Year for giving expert massages to Patients at Hospice House, a 21-bed facility on the St. Lawrence campus. A hospice volunteer since 2009, she often sits with restless Patients and has a calming and reassuring presence with the families of Patients. Joan Kollins of Okemos is the recipient of Sparrow's 2011 Home Hospice Volunteer of the Year Award for the care she has provided to at-home Patients and their families since 1994. Generous with her time, she accepts home assignments readily, even helping a Patient with laundry. Katherine "Katie" Aylsworth of St. Johns is the recipient of the prestigious Betty Geller Award Celebrating the Spirit of Hospice Care. Aylsworth was praised for her dedication, kind heart, and going above and beyond every time. A Sparrow hospice volunteer in Clinton County since 1984, she has also served as a hospice ambassador at local health fairs.

Sparrow volunteers expand gift shop hours

To better serve the needs of Patients, visitors and Caregivers, the Sparrow gift shop has extended its hours. The new hours are: Monday, Tuesday, and Thursday from 11 a.m. – 8 p.m. and Wednesday and Friday from 9 a.m. – 8 p.m. The St. Lawrence gift shop is open from 9 a.m. -5 p.m. Since 1956, the gift shop has been run solely by volunteers. Director of Volunteer Services Melissa Sherry said she appreciates the devotion Sparrow’s volunteers show on a daily basis.

“It has been a real blessing to have a core group of volunteers that choose to dedicate both their time and resources towards improving so many areas in need at Sparrow,” Sherry said.

Sparrow wants to give a special thank you to all the volunteers that have taken time out of their busy lives to help further our mission to provide quality Patient care.

PEOPLE NEWS

Bruce Traverse, former president and CEO of Carson City Hospital, was named the hospital’s Honorary Associate of the Year. Traverse retired in December and was chosen to receive this honor because of his more than 30 years of dedication and commitment to the hospital and community.

Michelle Wiseman, Director of Sparrow Hospice and Palliative Care Services, has received a prestigious nurse leadership award from the Michigan Organization of Nurse Executives (MONE). The 2011 Nurse Leadership Recognition Award was presented to Wiseman for her accomplishments, including developing Sparrow's Hospice Services and the Hospice House of Mid-Michigan. She also provided leadership in the development of Sparrow's Palliative Care Service and Aspiring Nurse Leaders Program.

Mark Brisboe will take on a broader role as the Chief Financial Officer for Critical Access Hospitals for Sparrow. He will oversee both Sparrow Clinton's and Sparrow Ionia's financial management. Mark joined Sparrow Ionia in 2009 and brings more than 20 years of healthcare financial leadership experience to this new role.

Bill Wasserman has joined the Sparrow family as Administrative Director of Sparrow's Behavioral Health Division. Bill has served as a Behavioral Health Consultant over the past four years. He holds a Bachelor of Science in Psychology from City University of New York and a Master's of Science in Counseling Psychology from the University of Miami. Prior to joining Sparrow, Bill was Director of Provided Partnerships at Mount Sinai Medical Center in Miami, Florida for four years and also served as Program Director at Horizon Mental Health Management in Texas for four years.

Terry Rose has joined the Sparrow family as Internal Coach for Service Excellence. Terry has worked as a Coach for the Studer Group since 2007, helping organizations improve operational excellence. Terry also has management experience in emergency and GI Services. Terry received her Registered Nurse degree from Erlander Hospital School of Nursing in Tennessee and her bachelor’s degree in Organizational Management from Covenant College in Tennessee. She also received a master's degree in Healthcare Administration from the University of Phoenix.

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:

» New EMR broadband network with Arialink
» Kickoff for Doctors Helping Doctors
» State of Nursing
Physicians Health Plan team comes together to fight cancer

When Senior Customer Service Specialist Myrtle Herrera found out that she had a reoccurrence of breast cancer in August, the rest of the Physicians Health Plan customer service team decided it was time to battle alongside her. To aid Herrera during her treatments, the team at PHP sold rubber bracelets with the inscription “PHP supports Myrtle” to raise funds for the Sparrow Cancer Center under Herrera’s name. With the support of a variety of PHP staff and Caregivers, the bracelets raised nearly $950 over a three month span. During her first bout with cancer, Herrera continued working full-time despite the many physical tolls the treatments entail. This display of bravery and resilience is part of what inspired PHP Caregivers like Director of Customer Service Phyllis Fisher to lend a helping hand.

“When you see an associate and friend like Myrtle fighting so hard, it inspires you to try to help in any way you can,” Fisher said. “We hope that this effort will help the Sparrow Cancer Center provide care to Myrtle as well as other cancer Patients on their road to recovery.”

For more information on how you can help support Herrera, contact Phyllis Fisher at 364.8212.

MAC staff training helps save a life

MAC Executive Director Sabarras George and his staff recently put their new life-saving training skills into action. Several MAC members witnessed a man collapse and hit his head in the shower of the men’s locker room. Witnesses called for help and when George and trainers arrived on the scene, they could not detect a pulse. They performed Cardiopulmonary resuscitation (CPR) and used an automated external defibrillator (AED) to shock the man’s heart. He eventually began taking shallow breaths and staff was able to keep him breathing until an ambulance arrived and transferred him to Sparrow, where he was up and walking later that night.

During the whole event, MAC member and witness Kirk Squiers was floored at the staff’s quick and controlled response to this life and death situation. “There is a huge difference in being trained to save lives and actually carrying it out in real life,” Squiers said.

The MAC has implemented an emergency response system in which every staff member is trained to administer CPR and use the AED machine. George praised this new system of safety and emergency communication following the event. “Though you never want this type of event to happen, our staff is equipped with the knowledge and skills to help save lives if necessary,” he said.