Why it’s all worth it. From left, Neuro Intensive Unit nurses Jo Ellen Hansen, RN, Thom Yaksich, RN, Kathy Marble, RN, and Suzette Wasielewski, RN, are reunited with Beau Hayhoe, (center) a former NICU patient, now a freshman at Michigan State University. A Journalism major, Hayhoe recently contacted the NICU regarding a story he was writing for the State News about the MSU branch of the March of Dimes. His name was instantly recognizable to many of the NICU’s veteran nurses who cared for him for many weeks when he was a baby. “How can you forget a name like Beauregard Hayhoe?” Marble said. Only 1 lb. 12 oz. at birth, Beau was a three-sport athlete in high school and was recently accepted in the Honors College at MSU. Great work NICU team, and thanks for coming back to visit, Beau. For additional content, go to facebook.com/sparrowhealthsystem.

“Biggest Loser” brings winning spirit to the MAC. Ali Vincent, the first female winner of NBC’s hit show “The Biggest Loser,” leads a spinning class during a visit to Sparrow’s Michigan Athletic Club in February. Afterward, Vincent talked about the determination and commitment that helped her lose 112 pounds and become a national success story.
New business plan aims PHP toward bright future

It’s been a busy twelve months for Sparrow’s Physicians Health Plan of Mid-Michigan (PHP). A year ago, the nationally recognized health maintenance organization was preparing to become a part of Blue Care Network (BCN). After Sparrow and BCN mutually decided not to go through with the deal, PHP leadership refocused their energy and resources on creating a new, comprehensive, multi-year business plan with ambitious new goals.

“The associates at PHP appreciate all the support we have received over the past year from people and businesses throughout the community,” said PHP President Scott Wilkerson. ‘We’re excited about the new plan we have put in place and look forward to a bright and productive future.”

Following the end of the purchase agreement with BCN, PHP leadership moved swiftly to reintroduce their business to the community. Among last year’s highlights include being ranked #1 in Michigan for customer service; introduction of new small group products and pricing; selection as the health plan administrator for the Michigan High Risk Pool; implementation of Mental Health Parity and Health Care Reform changes for all eligible group plans; and expansion of PHP’s approved service area.

The new PHP business plan focuses on improving integration between providers and hospitals, improving product mix, refining premium pricing models, improving physician incentive models, and making key system upgrades. PHP is also working closely with the health system on how best to address the development of an accountable care organization.

Being among the best in service satisfaction with members and providers is a permanent part of the PHP business plan. Ranked #1 in Michigan in customer service last year, PHP has raised the bar, striving to be a top performer in a majority of the surveyed measures for members and measuring their performance against only the top scores for providers.

“We asked our staff to participate in the business plan by developing their own vision of what achieving excellent service means to them,” Wilkerson said. “By envisioning a perfect letter from a satisfied customer helped us quantify what we need to achieve our own personal goals for being the best.”

Wilkerson said the new strategies are already working as PHP’s membership grew more than two percent in January.

“Providing outstanding products and high-quality customer service are the keys to our growth and to our future,” Wilkerson said. “Our staff is committed to this plan and we’re going forward with confidence.”

A summary of PHP’s business plan can be found on the Sparrow Intranet site.

SPHN wellness incentive deadline fast approaching

All non-union and UAW associates enrolled in Sparrow Physicians Health Network (SPHN) coverage who are interested in participating in this year’s wellness incentive discount must have all three criteria completed by Mar. 31. Eligible enrollees who do not participate, or do not meet the criteria, will pay an additional 2.5 percent of the total monthly premium beginning with the first paycheck in April.

To meet the wellness criteria you must:
- Complete a yearly physical with your doctor
- Complete the Health Risk Appraisal (HRA)
- Complete the Smoke-free Certification Form

Eligible associates who currently smoke may still participate in the Sparrow Healthy Rewards Incentive if they are smoke free by March 31. To assist associates in quitting smoking, Sparrow offers a free smoking cessation program. For information or to enroll, call 877.330.2746.

To view wellness incentive rates, please visit the Sparrow Intranet under Human Resources - January 1, 2011 Health, Dental and Vision Insurance Rates. Additional wellness information, the HRA and Smoke Free Certification Form can be found under Human Resources – Wellness Incentive.

If you have questions, please contact Human Resources at 517.364.5333.
CarePages helps patients stay in touch

Sparrow now offers CarePages, a free, private web service that helps people stay connected and communicate with friends and family during a health event.

CarePages is healthcare's largest social network where members can share health updates, photos and supportive messages about a birth, treatment or recovery. And they can maintain their CarePages account for years, keeping everyone informed about their progress.

CarePages has resources to help people cope with the emotional challenges of a health event, including inspiring stories and tools to meet others in similar situations. It’s also popular with families of newborns as a quick and easy way to distribute the freshest photos and information about their babies.

It’s easy to start your CarePages. Just go to sparrow.org/carepages and become a member. Follow the directions from there.

Unit managers can order CarePages brochures and other materials at sparrow.org/businesscenter.

TCI offers same day/next day appointments in Mount Pleasant

Thoracic and Cardiovascular Institute (TCI) now offers same day/next day appointments five days a week at their Mt. Pleasant location.

Call 989.773.2626 to set up an appointment. You can also learn more about TCI by visiting sparrow.org/tci.

Don’t miss it – Care for the Caregivers Variety Show

The annual Care for the Caregivers Variety Show is scheduled for Saturday, Mar. 26, at East Lansing’s Hannah Community Center. The show will begin at 7 p.m. Tickets will be available on Thursday, Mar. 24, from 11 a.m. – 1 p.m. in the hospital cafeteria. Tickets also can be purchased at the door. Care for the Caregivers is Sparrow’s internal fund to assist associates who have experienced misfortune.

Run/Walk benefits Ronald McDonald House

Are you ready to Rock the Socks? Lace up your sneakers and join the 2011 Run for the House, Saturday, Mar. 26, at Lansing’s Hawk Island Park. The 5K Run/Walk benefits the Ronald McDonald House of Mid-Michigan, a home-away-from-home for families of ill children receiving treatment at Lansing hospitals and clinics. Kids’ Half-Mile and Sprint begin at 9:30 a.m.

For more information, or to register, go to www.rmhmm.org.

Hospice Services honors three volunteers

Hospice volunteers are important members of an interdisciplinary team and an essential part of the hospice philosophy of care which recognizes that dying is not only a medical event, but a personal one as well. The Sparrow News salutes three outstanding volunteers who were recently chosen by Sparrow Hospice Services as 2010 award winners.

2010 Hospice House Volunteer of the Year:
Sharon Russell of Lansing

2010 Home Hospice Volunteer of the Year:
Linda Simon of Fowler

2010 Betty Geller Award Celebrating the Spirit of Hospice Care:
Mary Ann Hengesbach of Westphalia
Women’s Expo highlights Sparrow services

The 11th annual Mid-Michigan Women’s Expo in the Lansing Center Feb. 4-6 offered a welcome respite from the cold weather as well as – food, cosmetics, jewelry, household aids – and a lot of great health information offered by Sparrow’s 18-booth display.

“Sparrow’s Mammography booth at the 2011 Women’s Expo at the Lansing Center featured Sparrow experts like Women’s Imaging Center manager Sandy Pappas-O’Connor, who explained why regular mammograms are important in the early detection of cancer.”

“Pediatric Unit Manager Sarah Cecil, RN, offered information about Sparrow’s Children’s Center.”

“Sparrow, a major sponsor of the event, featured a team of healthcare professionals who offered free screenings and information on a variety of health issues. Sparrow clinicians also were featured on the main stage to speak about the latest health trends and medical breakthroughs. For additional content, go to facebook.com/sparrowhealthsystem.”

“Everyone’s a winner. The delight of winning was obvious on the face of a Women’s Expo visitor as she prepared to spin the prize wheel. Sparrow’s display offered a free prize for everyone who visited several booths featuring Sparrow services.”