



Committed to delivering compassionate and high quality health care services that improve the quality of life for our patients, physicians and communities we serve.

Training Day

Emergency staff gathered on the helipad on Friday, July 29th to see how the helicopters from Children's Healthcare of Atlanta can help pediatric patients that come through the Emergency Department's doors at Barrow Regional Medical Center. Because the rush of getting a patient and the family to receive advanced care is key, the clinical staff may not see or know everything that goes on to ensure that the patient receives the proper care before, during and after the helicopter arrives.

Emergency staff met the pilots and medics that service this area, and also learned about the training that they receive and the medications that are aboard. CHOA helicopters include the smaller model that was on site this day and a larger model that can carry more passengers, ideal for carrying more than one parent. The helicopter can travel as far as 250 miles, the radius around Children's Healthcare of Atlanta before another pediatric hospital of similar caliber is available.



Above: CHOA flight staff explain flight protocols to BRMC ER staff and director Jay Mollett.

Right: ER Medical Director, Dr. Eric Deal and ED Director Jay Mollett with CHOA flight staff.



BRMC Tops Quality Honor Roll...AGAIN!

Barrow Regional Medical Center has been named to the Georgia Hospital Association's (GHA) Partnership for Health and Accountability (PHA) Quality Honor Roll. Barrow Regional is one of 24 hospitals in Georgia to be placed in the Chairman's category, the highest on the list, and has been in the Chairman's category since December 2009. The honor roll is based on clinical data provided by the federal Centers for Medicaid & Medicare Services (CMS), which administers the nation's Medicare and Medicaid programs. The data was collected from January to December 2010.

"This is a great accomplishment for Barrow Regional Medical Center," said Joseph Parker, president of GHA. "This recognition further underscores the commitment of the Barrow Regional Medical Center staff to ensuring that every patient receives the best, most effective health care possible."

All acute care hospitals are required to submit care data to CMS. This data details how well a hospital's caregivers adhere to a list of eight Appropriate Care Measures (ACM), which are the clinical processes of care that are known to be the most effective methods of treatment for patients who have suffered heart attacks, heart failure or pneumonia. The ACM is a composite measure that determines whether or not a patient received the right care at the right time.

Recommended treatment to help prevent a heart attack is to take aspirin either before or upon arrival at the hospital, as well as at discharge. Suggested treatment for pneumonia is to administer an antibiotic within four hours of a patient's arrival. A hospital's adherence to these recommended clinical practices usually leads to better outcomes.

"It is our mission to ensure that each of our patients receives the right care at the right time and this recognition validates this," said Blake Watts, chief executive officer. "This honor is a tribute to the hard work and dedication of our staff who are constantly working to make excellent care even better."

Self Pay Pricing Available for Non-Insured Patients

As a courtesy to all self pay patients, Barrow Regional offers substantial discounts and can make reasonable payment arrangements with any patient. BRMC can discuss arrangements with the patient on a case-by-case basis.

This discount does not include Emergency Room Physician Billing, Radiology, Anesthesiology, and Pathology billing.

For assistance with self pay patients regarding prices, discounts, or payment arrangements, please call **770-307-5259**.

Thank you,
Jeanine Rogers, Admissions Supervisor



Other Quality News

Barrow Regional also ranks in the top 5% (#105 out of 2969) for all hospitals in the country for quality of care provided. The results are based on clinical data provided by CMS.

Rankings:
1 out of 3185 - heart attacks
1 out of 156 hospitals - children's asthma
177 out of 3440 hospitals - surgical care
198 out of 4123 hospitals - pneumonia
375 out of 4009 hospitals - heart failure.

* The data is based on care provided from April 2009 to March 2010.



Selected Kudos Staff 2 Staff in August



GETTING 2
GREAT

Dawn & Diane - Lab is better organized and teamwork has greatly improved. Thanks to Dawn and Diane.
- Chris Brzezinski, 8/15/2011

Malynda House - Thanks for setting FANS up with the credit card system and in-servicing the staff so that we can enhance the level of service we provide to our customers.
- Helen Mullins, 8/17/2011

Debi Foreid - Debi has stepped up and helped M/S with their assignments and reviewed charts everyday prior to journey club meeting to report. The staff has stated how much they appreciate her coming to them with a positive attitude and trying to help them.
- Lynne Krieger, 8/12/2011

Jennifer Huston - Jennifer Huston has provided leadership that can't be overlooked! Jennifer on several occasions has come in to lend a hand, and has shown us that she is here for all of us. She is one of those type people that no one can say no to. Sometimes just a smile goes a long way.
- Richard Harrison, 8/14/2011

Dan Davis & Darren Smith - Dan and Darren helped me to move offices in a quick and efficient manner so that my work schedule was not interrupted. Thanks for all of your help and being a part of a great TEAM!
- Srav Meka, 8/5/2011

Debi Foreid & Richard Harrison - Demonstrate what the word "teamwork" is all about. These two directors will help anyone at time with ANYTHING (and everything)! We are very lucky to have them!
- Nancy Turner, 8/8/2011

Jacque Overend - Jacque demonstrates excellence in service. Anticipating nurses needs for assistance with charts, orders, keeps her eye on next day staffing, offers to make phone calls to assist with staffing, provides very courteous phone, call bell and personal service to patients and their families.
- Nancy Turner, 8/8/2011

Dr. Gedion Getachew - Kudos to Dr. Getachew for his expert handling of the M/S Rapid Response on 8/3/11. He stepped up in a critical situation and truly saved our patient's life!
- Nancy Turner, 8/8/2011

Kristin Barrett - Kristen is very gracious whenever called to help out with charts, orders or helping place detailed orders into PULSE. Kristen also willingly helps whenever asked with calling staff to see if they can work when census spikes. It is a pleasure to work with Kristen.
- Nancy Turner, 8/8/2011

Roseann Dimella - Kudos for excellent customer service. Roseanne steps in constantly to assist all patients as well as answering call bells and phone calls on Med/Surg. Roseanne puts patients' needs first and also demonstrates the ability to anticipate patients' needs and offers assistance without being asked. The staff and patients both appreciate you!
- Nancy Turner, 8/8/2011

Kim Cocci-Rice - Kudos for caring service and ability to "anticipate the needs" of patients. Kim gives extra TLC to patients and offers extra comfort items (snacks, blankets, etc.) without being asked!
- Nancy Turner, 8/8/2011

Becky Liechty - Becky went above and beyond to get a possible stroke patient in CT before the patient was even triaged. The patient came in by EMS and she was prepared for them. Thanks for a job well done Becky.
- Mickie Royster, 8/24/2011

Selected Kudos Patient 2 Associate



Selected Kudos Patient 2 Physician

- * Registration went very smooth... I was in and out very quickly!
- * We Received absolutely wonderful treatment, information and experience!
- * The Registration Clerk was very friendly. She put me at ease & seemed to really "Like" her job!
- * All the hospital staff was very professional & caring, I wouldn't want to go anywhere but Barrow!

- * Dr. Lytollis is absolutely the best physician ever to come in contact with – Extremely knowledgeable...Great bedside manner
- * Dr. Adeogun made us feel like we were the only person he was dealing with!
- * Dr. Patel was an exceptionally caring and kind person. We would certainly recommend her for emergency treatment!
- * Dr. Chung is an excellent doctor. Do everything you can to keep him in Winder!

Plastic Surgeon, Pediatrician & Internist

Join BRMC Medical Staff

Joseph Greco, M.D.

Greco Aesthetics

Dr. Greco, a plastic surgeon, opened Greco Aesthetics in Braselton in August. He graduated from the University of Georgia Cum Laude, Phi Beta Kappa, and the Medical College of Georgia, Alpha Omega Alpha. He completed his general surgery residency at Vanderbilt University Medical Center in Nashville, including serving as co-administrative chief resident. He completed a two-year fellowship in plastic surgery at Vanderbilt, training with nationally renowned faculty, Drs. Bruce Shack, Kevin Hagan, Kevin Kelly and G. Patrick Maxwell.



Dr. Greco will perform a variety of plastic surgery procedures at Barrow Regional Medical Center, including breast augmentation, breast lift, tummy tuck, liposuction, facelift, brow lift, and he can provide Botox, facial fillers, and professional skincare regimens at his office in Braselton. As a cosmetic and reconstructive surgeon, Dr. Greco strives to restore beauty as well as function for the patient. He is Board-Certified by the American Board of Surgery, and is Board-Eligible for the American Board of Plastic Surgery. Dr. Greco was born and raised in Brooklyn, New York, and attended high school in Marietta, Georgia. He and his wife Shawna have 2 children and live in Braselton.

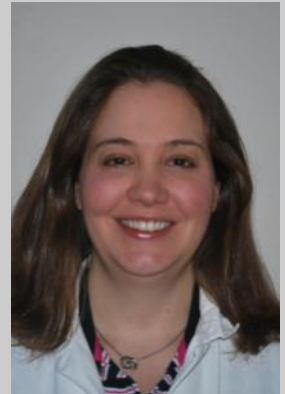
Greco Aesthetics

2695 Old Winder Highway, Suite 150, Braselton, GA 30517 Tel 678-400-0654

Kathryn McCusker, M.D.

Medlink Winder

Dr. McCusker, a pediatrician, joined Medlink Winder in August. She graduated from Georgia Southern University in Statesboro with a B.S. Degree in Biology, and received her M.D. from the Medical College of Georgia in 2005. She completed her pediatric residency at Children's Medical Center at the Medical College of Georgia in 2008. Dr. McCusker is Board-Certified by the American Board of Pediatrics.



Before joining Medlink Winder, Dr. McCusker served as an attending physician at the Pediatric Emergency Department, and as part-time faculty in Pediatric Pulmonology, both at the Medical College of Georgia.

Medlink Winder

122 West Athens Street, Winder, Georgia 30680 Tel 770-867-6633

Taiwana Brown-Bolds, M.D.

Internal Medicine & Wellness Center of Georgia

Taiwana Brown-Bolds, M.D., opened a new medical practice, Internal Medicine & Wellness Center of Georgia, in Winder earlier this month. She received her M.D. from Morehouse College, and completed her residency in Internal Medicine at the Medical College of Georgia in 1999. She served on the medical staff at Rockdale Medical Center since that time.



Dr. Brown-Bolds' office can perform gynecological exams, and focuses on treatment of depression, hypertension and diabetes. Her patient focus is on the overall wellness of the patient and the community. Dr. Brown-Bolds' sister, Dr. EmmaCarrie Brown, is also a physician in Winder with Brown Family Practice. The sisters are not only both physicians, but they are also sharing office space on the corner of May and Savannah Streets between Golden Corral and Publix.

Internal Medicine & Wellness Center of Georgia

4 Savannah Street, Winder, Georgia 30680

Tel 770-586-0017

CEO Corner

*Improving Communication
with AIDET*

**A message from
Blake Watts,
Chief Executive Officer**



In an organization like ours, there is always an opportunity to improve communication. We can accomplish this within our organization and have many opportunities to improve communication with patients, physicians and the community. AIDET is a simple tool we can all use to impact overall communication. Many of you have already been through the training, and over the next several weeks every associate will complete the training. AIDET training will also be hardwired into our Orientation process so that new associates will possess these simple tools. The AIDET process (**A**cknowledge, **I**ntroduce, **D**uration, **E**xplanation, and **T**hank You) takes very little time and effort, but can yield very positive results. For patients, studies have shown that these methods can reduce anxiety, improve patient compliance, increase patient satisfaction, and improve clinical outcomes. After going through the training myself, I have started finding ways to use AIDET in my encounters. I encourage everyone to embrace the AIDET steps, and practice AIDET throughout the organization with those you encounter on a daily basis. As always, *thank you* for what you do for our organization and patients each and every day, and moving us forward on our Getting 2 Great journey.

Mark Your Calendars!



Fri, Sept 9, 5 - 9:30 pm

Jug Tavern Festival

Saturday Sept 10, 10am - 10pm

Jug Tavern Park, (Next to the Community Center)

Wed, Sept 14, 5:30 - 7:30 pm

New Physician Reception

Constance Manor, Winder, RSVP to Deborah, 770-307-5210

Tues, Sept 20, 11:00 am - 1:30 pm

Cookout to benefit Relay for Life & March of Dimes

\$4 per person, Picnic Tables near Helipad

Friday Sept 23, 12:30 - 2:00 pm

Grand Rounds, MOB Conference Rooms

September Birthdays



9/1	Carla Price, M.D.	
9/2	Deborah Sheridan	Administration
9/4	Carrie Davis	Emergency
9/4	Jennifer Lockridge	Emergency
9/4	Kristin Barrett	ICU
9/4	Trina Richardson	Registration
9/4	William MacNew, M.D.	
9/5	Todd Cole	Accounting
9/5	Martha Baker	Auxiliary
9/6	Melinda Edmunds	Emergency
9/6	Morisson Jacquette, M.D.	
9/8	Alaina Brooks	Radiology
9/8	Carlene Brooks	Med/surg
9/10	Kelly Cole	Laboratory
9/11	Martha Aitkens	Laboratory
9/13	Lisa Roux	Accounting
9/14	Tonia Norris	Laboratory
9/16	Abraham Mattappalil	Respiratory
9/16	Mikey Surey	Med/Surg
9/16	Linda Glazier	ICU
9/16	Jeanine Rogers	Registration
9/17	Brenda Conlon	Nursing Admin
9/17	Joan Sinclair	Surgical Services
9/18	Raven Leedy	Emergency
9/19	Tina Jackson	Human Resources
9/20	Anne Hand	Surgical Services
9/21	Kevin Fouche	Registration
9/22	Cheryl Chester	Respiratory
9/22	Bobbye Ray	ICU
9/23	Shirley Faucette	FANS
9/23	Gwen Barron	Med/Surg
9/23	Quinn Casper	ICU
9/24	Beshadu Wolde	Radiology
9/27	Michael Bennett	EVS
9/27	Tony Menendez	Emergency
9/28	CJ Steffman	Radiology
9/29	Sarah Newton	Med/Surg

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