

1992

Brighton Medical
Center

Annual Report



It's a boy!

Introducing Brighton Babies

We completed a bit of unfinished business at year-end by christening our nameless maternity unit. Our friends the Baby Boomers have been keeping busy; consequently the end of 1992 found us in the midst of our own mini baby boom. And Brighton Medical Center is ready to deliver. It is with great pride that we share with you a look at Brighton Babies.

brighton babies



At Brighton Babies, we know what an emotional and confusing time giving birth can be. So we concentrate on the kind of support and care that helps make it the wonderful experience it should be. Our high nurse-to-patient ratio allows us to devote more time to the needs of expectant mothers.



Pediatrician Dr. Lisa Gouldsbrough with a new arrival, Connor Wayne Gullifer

We offer many birthing options not available at other local hospitals, including non-traditional childbirth classes and alternative delivery methods. We feel it's important to give mothers-to-be more than one choice, because every woman is different.

Knowledge and self-confidence are so often the difference between a good birthing experience and a bad one. At Brighton Babies, the learning process for expectant mothers begins early with pre-natal classes, a tour of the maternity unit and lots of patience.

Comfort Not Convention

Brighton Babies is committed to offering expectant mothers the newest methods and procedures to facilitate comfort and ease of delivery. In recent years, many birthing methods have been introduced which aim to lessen the pain and use of pain medications for the mother, and decrease the trauma for the new infant.



We offer a modified Le Boyer method which calls for the father's participation by placing the baby in a warm bath shortly after birth.

Another physician on staff offers mothers and fathers the opportunity to assist with the delivery of their own babies. And several of our doctors perform deliveries with the mother lying on her side, which is a more comfortable delivery position for many women.

In our constant search to give laboring women the option of non-traditional pain remedies, we are pleased to announce the installation of Southern Maine's first birthing jacuzzi. The pulsing jets and warm water work together to soothe and relax, ultimately giving women more control over their own labor.

Our comfortable birthing suites include a private bath, stereo and TV, a birthing bed and a reclining chair for "the coach." After delivery, new mothers are moved into their own rooms where they can receive visits from family and friends.



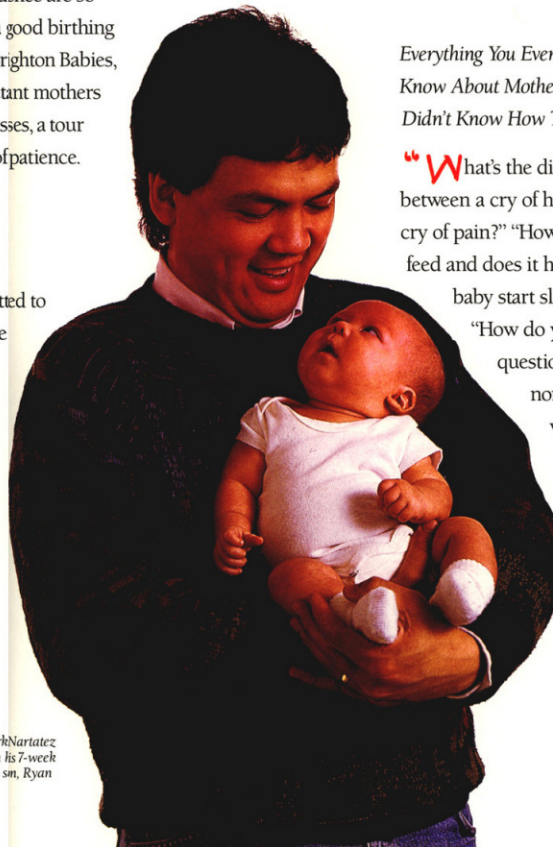
Nurse Kathy Orr giving Baby Jones his very first bath

Everything You Ever Wanted To Know About Motherhood, But Didn't Know How To Ask.

1 to 1 nurse to mom

"What's the difference between a cry of hunger and a cry of pain?" "How do you breast feed and does it hurt?" "When should my baby start sleeping through the night?" "How do you hold it?!!!" All of these questions and more are perfectly normal for new mothers! And we take the time to answer each and every one.

In fact, we offer a rather intensive crash course in motherhood. Our "new baby lessons" equip mothers with everything they need to

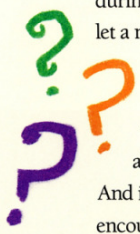


Mark Nartatez with his 7-week old son, Ryan

Our sibling classes help brothers & sisters get ready for the new family member



know to feel comfortable with their new role. And for reinforcement, we send them home with a typed set of notes that covers everything they've learned during their stay with us. We won't let a new mother leave with any lingering questions or nagging doubts. To make sure things continue to go smoothly, we give all new moms a check-up call after they've been home a day or so. And if questions do arise at home, we encourage phone calls 24 hours a day.



What They Don't Teach You In Most Classes

The childbirth classes offered at Brighton Medical Center are on the leading edge of the field. They teach breathing and relaxation methods coupled with visualization techniques as an alternative to pain medication. These methods have been proven to be extremely helpful and are not available elsewhere in the area.



We're the only hospital in Portland with a jacuzzi in the birthing room

We also offer big brother/big sister classes

for siblings of babies-to-be. Children are counseled on the emotional changes that they will soon be encountering and encouraged to ask questions. Then the kids paint a T-shirt for the new baby and at the end of the



Nurse Kathy Dahms (R) with one of our new moms, Jamie Nartatez, (L) and her son, Ryan

session, everyone enjoys a special cake.

We encourage new mothers to take advantage of the pampering they'll receive during their stay with us. We strive to make the important first days of mother and child bonding as happy and productive as possible.



It has been a very good year for Brighton Medical Center. Financially and statistically, we experienced positive growth, the end product of teamwork by the people who are the heart of Brighton...the Medical Staff, employees, volunteers and Trustees. We continue to develop the solid financial foundation which allows us to carry out our mission of responsiveness to the health care needs of our community. Among the many accomplishments of the past year, there are two that I would like to share with you.

The first, Service Quality Improvement (SQI) is of monumental importance to our future. It will become a way of life, a focus of everything we do in providing and improving service excellence to all of our customers. SQI is an educational process that builds upon our reputation for fine care by putting the needs of the "customer"...anyone who comes through our doors: patient, visitor, physician, fellow employee, vendor...at the heart of how we deliver our services. We have now educated all of our employees to the principles of SQI and service excellence. They are committed to practicing these principles in the individual acts of service they perform. As a team they are redesigning our care delivery systems to reflect customer needs. This is an exciting, dynamic process that has no end...only continuous improvement.

To fully understand the importance of the second major effort, one we term "collaboration," we need only to think about this year, 1993. With the reforms promised by President Clinton and the State of Maine facing a deficit as large as one billion dollars, we can expect to see changes that some experts say will herald the beginning of unprecedented chaos for the health care industry that will last through this decade. Brighton Medical Center is an active participant in the Maine Health Forum, an organization of 22 hospitals throughout the southern half of the state committed to work together to better serve the health care needs of our communities. This spirit of cooperation and collaboration is a positive force on a horizon leading to a very unsettled era. Here in Portland, we along with Maine Medical Center and Mercy Hospital have gone several steps down the road with a joint resolution signed by the three Board Chairmen in September. The following statement is contained in the resolution:

...the Boards of Trustees of the three institutions believe that many major issues of enhancement and of quality, improvement of access to care and treatment, and the efficient and cooperative use and development of programs, services and facilities can be best addressed collectively and cooperatively by the three institutions;...

This formal agreement and participation in the Maine Health Forum set forth our commitment to work together in the best interests of our southern Maine communities. Brighton Medical Center is proud to take a leadership role in developing the delivery systems that will be the future of healthcare in Maine.

James W. Donovan
President

As I leave my Board responsibilities after fifteen years of service, I can happily report that Brighton Medical Center is in its strongest financial position ever. I am delighted to state unequivocally that as an institution we have our act together. We are blessed with very cordial and cooperative relationships between the Board, administration and Medical Staff. This year we have formalized our relationships with our neighboring hospitals through a collaborative agreement that will serve to enhance the health care available within our community.

The care which our patients receive at Brighton Medical Center is second to none in Maine. Our Medical, nursing and support staffs provide care which is indeed top-notch. I continue to be impressed with the dedication and flexibility of the Medical Staff. The elected leadership is at once insightful and dedicated to making our health care services even better. Oversight responsibility for the quality of care delivered at Brighton rests with an understanding Board of Trustees. The strength and diversity of that group is truly impressive.

The one future consistency of the challenges and opportunities that lie before Brighton Medical Center will be change. Through its Trustees, Medical Staff and employees, I have no doubt that Brighton Medical Center can master those challenges and maintain its record of excellent service to the community.

Walter E. Webber, Esq.
Chairman, Board of Trustees

One of the most important functions of the Medical Staff is to participate in the activities necessary to assess, maintain and improve the quality and efficiency of the medical care provided at Brighton Medical Center. This responsibility is delegated to the Medical Staff by the Board of Trustees. Integral to this quality assessment process are the procedures by which physicians are credentialed and granted privileges to care for patients at Brighton. This past year the Medical Staff spent a great deal of time and effort to develop and implement new credentialing procedures that meet the most up-to-date approval criteria. This critical work of the Medical Staff is rarely recognized by patients and the public, but it is vital to Brighton Medical Center's accreditation, and most importantly, to ensure the quality of care that each patient receives.

I am pleased to report that during my two year tenure as Chairman, Brighton Medical Center's active, associate and courtesy medical staff rosters have grown to a total of 204 physicians with the addition of seventeen new physicians in 1992. The Medical Staff can take pride in the active role it plays along with the Board of Trustees and administration in guiding Brighton Medical Center in its mission of serving the Greater Portland communities.

James F. Flaherty, D.O.
Chairman of the Medical Staff



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An Osteopathic Teaching Institution

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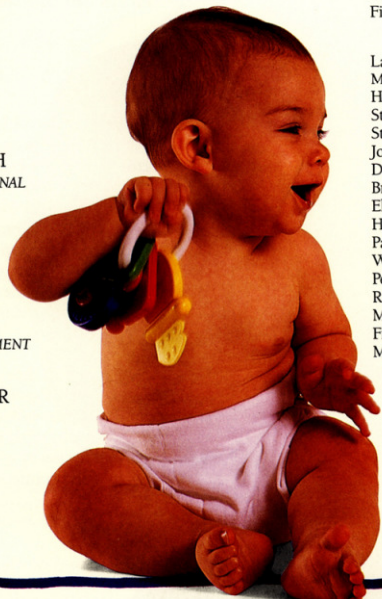
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