



# Rounds

OSTEOPATHIC HOSPITAL OF MAINE

VOL. 5 NO. 1

## OHM Implements New Marketing Strategy

If you've watched TV lately, you've probably seen the new commercials highlighting OHM's physicians and services. If you haven't been lucky enough to view one, don't worry -- they'll air a total of 554 times over the next three months on all three network affiliates (channels 6, 8 and 13) as well as local cable stations!

Response to the new commercials from employees as well as the general public has been enthusiastic. "We're really pleased with their success," said Dennise Whitley, Vice President of Marketing. "We felt it was important to have the whole hospital family be involved and supportive of our efforts."

The commercials, only one component of a new marketing strategy implemented by the hospital in January, even drew the attention of "Modern Healthcare," a national publication which mentioned OHM's new campaign in its January issue.

"It wasn't difficult to determine the thrust for our marketing efforts," Dennise explained. "In order to bring more people into the osteopathic system, we knew we had to focus our efforts on directing patients to our osteopathic physicians."

The new approach highlights OHM's physicians as well as the full range of services available at the hospital, using a variety of publications. The first piece to appear was OHM's Annual Report to the Community, which this year took the form of an attractive tabloid supplement to local newspapers in early February. The report profiled six patients sharing their sentiments about OHM, its outstanding medical staff and dedicated employees. A total of 128,000 copies were distributed.

A new 1990 Physician Directory, updated from last year, will once again include listings and of OHM's medical staff and their services. The new edition will also include photos of the physicians.

New this year to OHM's marketing strategy is a physician referral network which the hospital joined in January to help local residents with their search for a doctor. The service involves a toll-free number which individuals can call for a physician referral based on their specific needs and requests. As the only service of its kind in southern Maine, the "Maine Physician Referral Service," is being promoted in all of the hospital's new commercials and publications and has already resulted in 90 referrals to OHM physicians. *(continued on page two)*



**OSTEOPATHIC  
HOSPITAL**  
OF MAINE

*A new corporate logo was developed for OHM as part of the hospital's new marketing strategy.*

## President's Column

As many of you are aware, OHM met with the Portland Planning Board recently to obtain approval for a 2800-square-foot addition to our hospital, which will allow for expansion of our Data Processing/Information Services Department.

Several neighborhood residents attended the meeting and voiced concerns relating to parking, traffic, lighting and noise problems for which they feel the hospital is to blame. Because the meeting did not allow us the opportunity to fully address their concerns, a "neighborhood meeting" has been scheduled for February 27.

Hospital representatives have met with the neighbors many times in the past. We hope to keep the channels of communication open with the "people next door." We are proud of our heritage on Brighton Avenue and want very much to be a good neighbor to the people who live nearby.

There are some issues, however, over which we have little control due to the size and nature of our institution. The bright lights in our parking lot, for example, are important to ensure the safety of all our employees and visitors. The noise of our emergency generator, heard once a week in the evening and once a month in the early morning, is also unavoidable due to hospital regulations requiring that we test it regularly, and such tests must be done during "off hours."

The parking problem is one we can all do something about. With consideration for our neighbors, we can improve the parking situation around the Hospital -- particularly on Hollis Road -- by making greater use of our shuttle program and eliminating the parking on sidestreets. With some added effort, we can make our shuttle program work even better -- not only for OHM, but also for the benefit of our neighbors.

If each of you will make an effort to shuttle during months when you are not required to do so, it will greatly improve our parking situation and eliminate the hospital "traffic" that is now spilling over to nearby sidestreets.

Help OHM to be a good neighbor. Use our shuttle.

Jim Donovan

## Marketing Strategy

*(continued from page one)*

A new corporate logo is another key element that was developed to signify OHM's commitment to the health care of the family within the circle of osteopathic medicine. "We feel the new logo makes a stronger statement about OHM as an institution," explained Dennise, who worked closely with the agency of Holt, Hughes and Stamell to develop the new symbol. "It will help to strengthen our hospital's image as we prepare for a more competitive decade," she added.

A new hospital brochure will serve as an additional information piece and help to round out the communications effort. In addition to featuring several other OHM physicians, it will also include a "capability" statement to help tell the hospital's story.

"Our message is definitely getting out," said Dennise, who recently received a call from the husband of a cancer patient at a nearby hospital. "I'd like to know more about your services," he said. "It looks to me like you people really care."

## February 14 is "Mug Day"!

The Dietary Services Department is at it again! This time the issue is styrofoam cups, and they intend to do something about it.

Starting on February 14, styrofoam cups will no longer be used in the cafeteria due to their harmful effects on our environment. In celebration of this, free coffee will be served all day in china cups and special "limited edition" OHM mugs! Paper cups will be used for cold beverages as before.

"Since styrofoam is not biodegradable," explained Betty Wilson, department director, "we can no longer justify the use of styrofoam cups in our hospital. As a health care institution, it is our responsibility to promote environmentally sound policies."

Maine law already prohibits all public and government facilities from using styrofoam products. Stricter legislation affecting all food establishments is under consideration. "We want to be ahead of the game," said Betty.

Other members of the "Mug Committee" are Nancy Jackson, Roland Gosselin, Nancy Boulanger, Rosie Mills, Shirley Wallace and Barbara Pederson; Dietary Services; Irene O'Donnell, Environmental Services.

## Holiday Review: Decoration Winners

The corridors and offices of OHM were brightened with tinsel and trims during the holidays, due in part to the annual decorating contest which took place again in December.

The Quality Review/Social Services Department took First Place this year thanks largely to the efforts of Eric Richardson, who redesigned his office to a "futuristic" setting complete with a "robo-Santa" and futuristic entertainment center. He is shown in the top photo accepting the first prize of \$25 with Ginny Bishop, department director, and two contest judges from Deering High School.

The Business Office won the Second Prize of \$15 with a well-executed theme based on the twelve days of Christmas, while the Accounting Office won \$10 for Third Place with festive decorations throughout their office.

Honorable mentions were also awarded to Telecommunications, Data Processing and the Center for Health Promotion. Everyone who participated in the contest deserves sincere thanks for their efforts to brighten the hospital with added cheer during the holidays.



*Note: Special recognition goes to members of the Accounting Office for taking the time to package toys for the Bruce Roberts Fund one Saturday during the holidays!*



## Holiday Review

OHM celebrated the holidays with style this past season! The festivities began in the cafeteria on December 8, with a special buffet for employees working the second and third shifts. **Chef Roland Gosselin and his dedicated staff worked for days to prepare the meal (photo at left).**

Patsy Leavitt, VP of Nursing, and Mike Pierce, VP of Human Resources, were among the Senior Management Staff members on hand at the dinner to greet employees and present them with corsages and boutonnieres (center photo).



The OHM Carolers were at it again this year with the help of guitarist Wayne Smith of Central Stores (bottom left). They strolled the hallways before Christmas for the enjoyment of patients, visitors and employees.

The Employee Christmas party at the Italian Heritage Club was a lively gathering with a variety of activities -- even a limbo contest!

In the photos on the opposite page, Mike Poulin of the Pharmacy shows off his talents as winner of the hula hoop contest (top left); Matt Houle of Data Processing and his wife Debbie kick up their heels on the dance floor (top right); VP of Human Resources Mike Pierce chats with Ginny Baston, Nursing Supervisor, and her husband (right center). Donna Burnell, Director of 1A, and husband Joe Dalton of SCU looked especially festive for the party (bottom right). And, when the dance floor became too crowded, Brian Bragdon of Central Stores danced on the table! (bottom left)



The following committee members deserve a big thanks for making the evening a memorable one: Janice Scott, Marlene Baxter, Personnel; Mike Poulin, Pharmacy; Donna Hryb, Medical Records; Frank Vonasek, Business Office; Butch Fenton, Nursing Education, Sherrie Duchaine, Environmental Services.



## Holiday Review: Sleighbell Ball

OHM's Medical Staff held their holiday celebration at the Woodlands Club in Falmouth on December 8. A total of 158 physicians and guests attended the first annual "Sleighbell Ball," a formal dinner/dance that raised \$6500 for the hospital.

Shown in the top photo (L to R) during the check presentation are Walt Webber, OHM Board Chairman, Dr. Joseph deKay, Vice Chairman of the Medical Staff, OHM President Jim Donovan and Dr. Spense Bisbing, Event Chairman.

In the center photo, Dr. James Flaherty (left) and Dr. T. Edward Collins (right) and their wives listen with amusement as Dr. Robert McRae (center) tells a story.

In the lower left photo, Dr. Bisbing, seated next to his wife Susan, chats with Jonathan Karol, D.O., Director of Medical Education.

In the photo below, Dr.'s Peter Guay and John Blocksom exchange remarks while their wives do the same.



# **GREAT UPDATE**

From the Office of Guest Relations

## **PATIENT/PHYSICIAN CONCERN "HOTLINE" IN PLACE AT OHM**

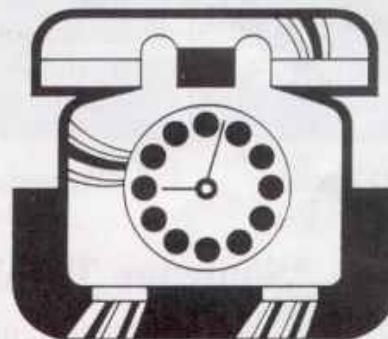
Effective January 1st, 1990, all hospitals will be required to have a formal mechanism in place to facilitate and to respond to patient complaints. This requirement has been established by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO).

Osteopathic Hospital of Maine is ahead of the game in meeting this requirement, as we have had a patient concern telephone "Hotline" in place for nearly 3 years in the form of our "Guestline". The "Guestline" is manned by OHM's Director of Guest/Physician Relations, Rick Dambrie.

All patient concerns are documented and are always responded to as quickly as possible. Patient concerns are monitored and evaluated very closely to identify patient perception trends. National Studies have revealed that effective handling of concerns is a valuable monitoring asset because complaining patients give the hospital a chance to retain their patronage and implement changes in our organization to better meet the needs of our patients.

The "concern Hotline" concept has been recently extended to OHM Physicians and their office staff members, in an effort to respond to the concerns and needs that they may have relative to their working relationship with OHM.

Concern Hotlines are an extremely effective mechanism to solicit objective feedback from users of hospital services. Stealing a line from the recent movie release "Ghostbusters" -- when patients and physician concerns arise, "Who Ya Gonna Call?" **GUEST RELATIONS !!**



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## **Employee Discount Program Update & Survey**

The Offices of Guest Relations and Personnel will soon be printing a revised and updated version of the OHM Employee Discount brochure. With this in mind, we would like input from employees on what types of businesses you'd like to see OHM contact for inclusion in the program. Please indicate your suggestions in the space below:

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Simply tear off this survey and place it in the OHM Comment Box located in the Main Lobby to the left of the Information Desk. Thanks for your input!

## Mary Foss of 2 North is OHM's Great Employee Award Winner for January



Congratulations to Mary Foss of Nursing Unit 2 North, who has been selected as January's GREAT Employee Award Recipient! Mary has been employed at OHM since March 1965.

Mary was nominated by several OHM employees who felt she personified outstanding guest relations skills. Here is a summary of the comments that appeared on the nomination forms for Mary:

"Mary truly is an outstanding employee. She's always got a smile and a kind word available. When I've needed help with a patient she always volunteers to help. If I ever had to be hospitalized, I would want her for a nurse. Mary treats all her patients like family. She projects a good attitude and positive outlook. She is truly an asset to OHM and our patients."

As OHM's GREAT Employee Award Recipient for January, Mary received a framed GREAT Employee Certificate, a silver GREAT lapel pin, her name engraved on the GREAT Employee plaque in the main lobby and a free reserved parking space in the physicians' row near the front of the hospital.

If you know a hospital employee who demonstrates guest relations excellence day in and day out, send in a GREAT Employee Nomination Form so that we can recognize them. Nomination forms are available in Personnel.

### "Someone Thinks Your GREAT" Recipients

|                      |   |                      |                                      |   |                        |
|----------------------|---|----------------------|--------------------------------------|---|------------------------|
| Roland Gagne         | - | Materials Management | Tom Manderson                        | - | Accounting             |
| Sharon Powers        | - | Materials Management | Roland Michel                        | - | Respiratory            |
| Richard Jacobs       | - | Maintenance          | Jeanine Roos                         | - | Communications         |
| Roland Powers        | - | Maintenance          | Gail Weeks                           | - | 2 North                |
| Mariam Wilkinson     | - | Radiology            | Lisa Beckwith                        | - | Nursing Administration |
| Juanita Briggs       | - | Radiology            | Alan Weiner, D.O.                    | - | Medical Staff          |
| Marsha Marley        | - | Transport            | Elaine Enochs                        | - | P.A.C.U.               |
| Steve Pare           | - | Transport            | Dennis Atherton                      | - | Special Services       |
| Terrance Clark       | - | Transport            | Jan Morelli                          | - | Medical Library        |
| Robert Brewster      | - | P.T./O.T.            | Entire Staff of Nursing Unit 1A      |   |                        |
| Michelle LaChappelle | - | P.T./O.T.            | Entire Staff of Nursing Unit 2 South |   |                        |
| Mary Berg            | - | P.T./O.T.            | Kitchen & Cafeteria Crew             |   |                        |
| Leslie Nicoll        | - | Nursing Education    |                                      |   |                        |







# Nurses' Ink

Osteopathic Hospital of Maine, Inc.

## Family Grand Rounds A Success

"Helping the Family \* Healing the Family" was held at OHM on December 12. More than 50 nurses, students, and allied health workers attended the day-long program, sponsored by the Department of Nursing Resources. According to Leslie Nicoll, Coordinator, Nursing Education, "The day was very successful. All the evaluations were excellent. Many of the participants said they would like to have the speakers come back to present again at the hospital."

The day started with "An Overview of Family Theory: The Family in Crisis," presented by Noreen Hubner, RN, a Department Director at Jackson Brook Institute in South Portland. She has also been on the faculty at Westbrook College, teaching in the family and psychiatric nursing courses.



*Noreen Hubner, RN*



*Diana Delach*

Diana Delach presented a session on "Anger and Play." In the photo on the right, she is describing the use of the "whoosh." Diana is the owner of "Healing Through Play," an educational and consulting company designed to help both professionals and non-professionals learn how to play.

"Helping the Family\*Healing the Family" was held in the Board Room. In the photo on the left, Tina Tirabassi, RN, staff nurse in SCU at MMC, and Jan Haskell, RN, of OBS/ Women's Health look over some of the books and articles that were available on the Resource Table. The afternoon break, with a delicious assortment of cookies and pastries, was generously sponsored by Marion Labs.



## Family Grand Rounds *(continued)*

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*The afternoon started with a session on "Critical Incident Stress and the Family: The Impact on the Nurse" presented by the staff of "ReActions." Shown here (left to right) are Linda Donahue, RN, and Donna Perkins (seated); Jim Donahue, DO, and Nancy Bozenhard, President of ReActions (standing). The staff of ReActions is committed to providing stress management techniques to health care and emergency workers--"normal people having normal reactions to abnormal events."*

*The final session of the day, on "Working with the Grieving Family," was presented by Dr. John Stephenson. John is affiliated with Coastal Counseling Associates and the Center for Grieving Children. He taught at the University of California at San Diego for many years and is the author of numerous books and articles.*

## Congratulations!

Congratulations are in order for the following members of the Nursing Staff:

Mike Kapinos, RN, Department Director, Surgical Services, who passed the AORN certification exam in OR Nursing.

Linda Madore, RN, Assistant Department Director, 2S, who passed the ANA certification exam in Medical/Surgical Nursing.

Pam Mey, RN, Department Director, 2 Brighton, who passed the ANA certification exam in Gerontological Nursing.

Patty Faulk, LPN, Kelly Ackley, LPN, and Beth Wilcox, LPN who have all been accepted into the HOT program for LPNs. This training program will provide support for all three to attend SMTTC, studying in the ADN/RN program for LPNs.



## Volunteer News

by Jane Emmons, Volunteer Director

A warm welcome and "thank you" to the following new adult volunteers: Beverly Doughty, Reception Desk; Nancy Drake, Gift Shop; Charlie Fortier, ER; Tony Pallozzi, our "wheelchair doctor" working in Plant Operations; and Joel Gustafson, ER.

The 8th Grade students from nearby St. Patrick's School and their teacher, Susan Buteau, deserve a special note of thanks for initiating a unique program at OHM. Once a month, on the first Tuesday, Mrs. Buteau and her ten students walk to OHM and volunteer their services for 2 1/2 hours. Since November they have worked in various places including Central Supply, Library, ASU, Volunteer Department, Medical Records, OR, PT/OT, and Nursing Administration.

Thanks to these members of St. Pat's 8th Grade Class: Susan Buteau (teacher); Robert Bachelder, Salena Buzzell, Nicholas Casale, Sean Emmons, Philip French, Shawn Hall, Kandace Hubner, Joshua Lovejoy, Mike Rand and Shawn Walsh.

## Volunteer Openings:

**OHM Gift Shop:** Saturdays, 10 a.m. - 2 p.m. (or longer)  
Duties include waiting on customers, running cash register.  
Training will be provided. Some evening hours available.

**Medical Records:** Any week day, hours flexible. Duties include working with records; filing, purging, labeling, etc. Special projects as necessary.

*Please contact the OHM Volunteer Department at 879-8035 for information and an application on these or other volunteer opportunities.*

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## New Year's Baby

*Cassidee Montgomery Brantford Northrop was OHM's first baby of the New Year, born on Tuesday, January 2, at 7:25 a.m. to parents Jill and Cully Northrop of West Buxton.*

## Spirit of Giving



*Many local needy children had a happier Christmas this year, thanks to the efforts of three caring OHM employees. Patti Quinn (on left) of Radiology and Leslie Libby (Santa) of Materials Management led a hospital drive for toys that were then distributed by United Way. Absent from the photo is Diane DeVou of Radiology, who also assisted with the effort.*



## News from Personnel

*Starting next month, the Personnel Office will publish a column dealing with issues of concern to employees. If you have a specific question that you'd like addressed, please submit it to the Comment Box next to the Reception Desk in the main lobby.*

### Employee Recruitment Bonus

The Personnel Office recently awarded a \$1,000 incentive bonus to an OHM employee whose efforts directly helped to fill a Pharmacist position here at the hospital. The reward is part of a new approach that involves employees in the hospital's recruitment efforts, due to the increasing difficulty of filling health care positions in such areas as radiology, lab technology, respiratory therapy, physical therapy and pharmacy.

"OHM employees are the best spokespeople that we have," said Mark Dresser, Director of Personnel. "If they can help us to fill key positions, we may be able to save a significant amount of money on recruitment advertising."

This new approach will be used to fill other key positions at OHM as they become available. The Personnel Office will announce future opportunities as they arise.

### Ski and Save!

Discount tickets for Sugarloaf and Sunday River are available for purchase in the Personnel Office. Free discount coupons are also available for Shawnee Peak in Bridgton.

### Need an ID Badge?

Photos are taken in the Personnel Office every Wednesday, 8:00-9:00 a.m. This service is for new employees as well as those who need a "retake."

### Fight the Flu!

Flu vaccines are still available in Employee Health for all employees and volunteers. Please call ext. 8068 to arrange a visit, 8:00 a.m.- 4:30 p.m. weekdays.

## Employee Discount for CHP Programs

Is your blood cholesterol level higher than it should be? Now, with the help of a special employee discount of 25% at OHM's Center for Health Promotion (OHM), you can do something about it.

The "Eater's Choice" Cholesterol Treatment Program offered by CHP will help you lower your blood cholesterol pleasantly and without drugs. It will teach you how to control the fat you eat without giving up the foods you love.

You can attend a free introductory session of "Eater's Choice" on Thursday, February 8th, at 9:30 a.m., 5:00 p.m., or 7:00 p.m. at CHP, located at 576 St. John Street in Portland. Call 774-7751 to reserve a space or for more information.

### Smoking Clinic

CHP will offer a Stop Smoking Clinic again starting on Tuesday, February 20th, with free introductory sessions at 6:00 and 7:30 p.m.

The Clinic is a practical program that guarantees you'll stop smoking in two weeks or your money back!

All smokers are welcome. A special discount of 50% is available for OHM employees. Please call CHP at 774-7751 for more information.

## Shuttle Incentive Program Winners

Congratulations to the following Maine Mall gift certificate winners for December! Dot Faulkner \$100; Sharolyn Pezzopane \$50; Dot Faulkner \$50.

The incentive program is designed to encourage employee use the OHM Shuttle on a voluntary basis. Contact the Personnel Office for more information.