

# employee connections

A publication by Southern Regional employees for Southern Regional employees.

August 2011

## 2011 CRESCENT BALL

benefiting Southern Regional Medical Center

& presented by Southern Crescent  
Hospital for Specialty Care

Saturday  
August 27

Tickets on sale now.

**Culture:**  
Key words in key  
times - magic vs.  
tragic words

**Notes from Steve:**  
SRMC Foundation  
embraces new orga-  
nizational structure

**They're so Southern:**  
Inpatient Rehab team  
recognized by patient  
for exemplary care

**Get Social:**  
Submit health  
questions with new  
Ask our Expert tool

**ALSO  
in this  
ISSUE**



## A Culture of Always

Key Words at Key Times: Magic vs. Tragic Words

BY DOT TOLERSON

When a patient is in a foreign environment, such as a hospital, it is our job to relieve their anxiety and make every effort to ensure that we involve them in their care and that they understand what is going on around them. The best way to do this is to use “Key Words at Key Times”, a phrase coined by the Studer Group.

“Key Words at Key Times” are basically carefully chosen words healthcare professionals use to help patients, families and visitors connect the dots and better understand what we are doing, and most importantly why. Often we think we’ve conveyed a particular message, but in reality what we thought we were communicating may not have been heard. Key words help us to use “magic words” versus “tragic words”, which in turn makes the patient feel more engaged in their care process and help us build mutually beneficial relationships with our patients and allow them to feel they are being treated with courtesy and respect.

o **Magic:** Ms. Smith, because of the symptoms that you told the doctor you were having, he wanted me to draw your blood for a Cardiac Enzyme test. The Cardiac Enzyme test will tell us if there if there is any damage to your heart...

o **Tragic:** Ms. Smith, the doctor is a little concerned about you, so she asked me to draw some blood work...

o **Magic:** Mr. Jones, one of the side effects of your medication is dizziness. For your safety, I need for you to use the call light any time that you would like to get up...

o **Tragic:** Mr. Jones, you’re out of the bed again. Didn’t I tell you that the doctor didn’t want you to get up without assistance? Why didn’t you use your call light?



## SIT AT THE DOCTORS’ TABLE

on Sat., Aug. 27

Enter to win 2 FREE TICKETS to the 2011 Crescent Ball at The Foundry at Puritan Mill when you purchase a Snickers bar for \$2 from the Windmill Gift Shop.

2011 Crescent Ball tickets courtesy of SRMC physicians, who have donated these seats for this employee raffle.

\*There is no limit on the number of candy bars you buy and the times you can enter. Payroll deduction is available for purchases of \$5 or more.

Southern Regional Medical Center  
AUXILIARY

Date 6/23/11

Pay to the order of Southern Regional Medical Center Foundation \$ 100,000

One Hundred Thousand Dollars

Memo MRI Campaign Southern Regional Medical Center Auxiliary

### Southern Regional Medical Center Auxiliary presents foundation with \$100,000 donation for new MRI

Carol Montesinos, president of the Southern Regional Medical Center (SRMC) Auxiliary, presented \$100,000 to the SRMC Foundation at the annual Auxiliary Celebration & Installation Banquet on Thurs., June 23.

The donation, which goes toward a fundraising campaign for a new MRI at Spivey Station, is the second installment of a \$300,000 pledge by the Auxiliary.

“The auxiliary members have played such an important part in our fundraising,” Andrea Mendez, development coordinator of SRMC Foundation, said. “They have really gotten behind our mission to bring this new MRI with advanced breast imaging capabilities to our Women’s Center at Spivey Station.”

The SRMC Auxiliary members also were honored at the banquet for their commitment to the hospital and for their continued support and generous donations to the foundation.

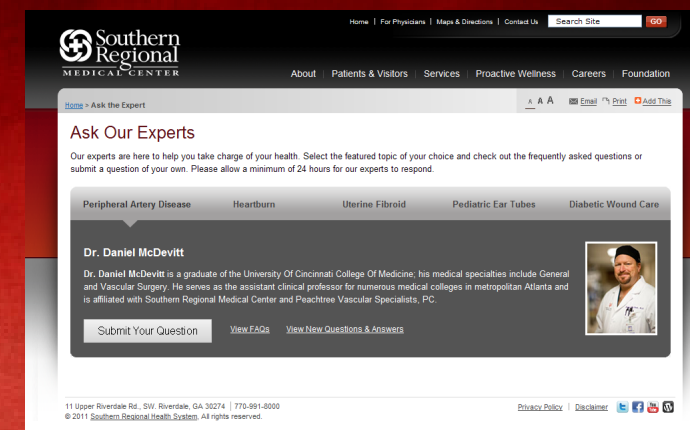
“I am truly honored to work with the auxiliary volunteers,” Monica Johnson, volunteer services coordinator, said. “These ladies and gentlemen are extraordinary in what they do and they do it from the heart.”

Since 2005, the SRMC Auxiliary has donated over \$1 million dollars to Southern Regional. Donations have supported the purchase of a neonatal transporter, anesthesia monitor replacements, critical care and telemetry beds and most recently, a new MRI at Spivey Station.

## New online Ask our Expert tool

We’ve brought our online Ask our Expert tool back to life with more options than before. Choose from PAD, Heartburn, Uterine Fibroids, Pediatric Ear Tubes and Diabetic Wound Care and submit your question to the featured doctor with a few, quick steps! Health topics and featured doctors to change every few months so check in often.

Check it out at: [www.southernregional.org](http://www.southernregional.org).



They're so

# SOUTHERN

My care has been excellent by all on the [Inpatient] Rehab floor. Joan Maddox impressed me in particular with her dedication. When I first arrived on the floor, as I got out of the elevator, Joan met me with a welcome to the department and told me she was happy to be my nurse. She made me feel better just by entering the room. Each time Joan entered or left the room she always asked what else she could do for me and followed up. To me, it showed how much she valued me as a person and patient.

Neal [McCord] was such a ray of sunshine in my recovery. I called him the "tyrant" but that was a good thing. Because of his work ethic and patience and love for his profession he has really helped to speed my progress.

Genese McCallie was so thoughtful. There was never a time I asked her for assistance or needed something that she would not do it or get it without a smile. She is an asset to this facility. After having so many shots in my stomach the past 2 weeks my pain level had grown. Jessica [Nogel] showed me so much compassion having to give me more shots. She also represents this medical center in a way that you would want to recommend this hospital to others. -P.G., former patient

## calendar of events

**August 5 from 8:30 a.m.- 4 p.m.**  
Crisis Prevention Class at SRMC

**August 18 at 6 p.m.**  
Southern Health Series- Heartburn

**August 19 at 6 p.m.**  
SRMC Service Awards Banquet  
By invitation only

**August 27 at 6 p.m.**  
2011 SRMC Foundation Crescent Ball

**August 30 from 8:30a.m.-4 p.m.**  
Crisis Prevention Class at SRMC

Department/ Discipline	Primary color
Nurses	Royal Blue or White
Unit Secretaries	Burgundy/Wine
Techs	Hunter Green
Pharmacy	Navy
Respiratory Care & Neuro	Ciel Blue
Lab	Caribbean Blue
Cardiology	Red
Transporters	Grey
Radiology	Malibu Blue
Surgical Services	Teal
Rehab (PT/OT/Speech)	Black

## SRMC NEWS & Announcements

### Staff Uniforms Update

Effective Sept. 1, the revised dress code policy will go into effect for all departments. See color chart to the left for a list of standardized colors. We know these colors will help our patients easily identify staff and improve both patient safety and satisfaction.

A few reminders: 1) All scrubs are to be solid-colored only, no printed tops or jackets; 2) RNs must wear solid, white shoes - all other departments may wear solid white or black shoes; 3) hospital or department t-shirts are to be worn on approved days only and; 4) no more "casual Fridays."

Scrubs & Beyond will have an on-site sale. Payroll deduction and a 20% discount is available for all orders through Scrubs & Beyond.

### Crisis Prevention Classes now available

Clinical employees are encouraged to take the crisis prevention classes, which teach a non violent way to protect yourself in a work environment. The motto is to promote care, welfare, safety and security while performing your daily duties.

The classes teach a way to turn conflict to resolution, hostility to harmony and chaos to calm. The classes are available twice monthly in the education department and employees can enroll via healthstream.

-**Dave Dixon** is now one of two Certified Emergency Nurse in Emergency Services.

-**Hannah Folds** recently became an Instructor in both PALS & ACLS.

Got something you want to share in the next issue?

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