



### *Spotlight: Women's Services Marketing Campaign*

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### *Leader's Voice: Gifts and Entertainment, A Message from the Hospital Compliance Officer*

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### *People First: Recognizing Outstanding Employees and Managers*

Mindy Bosanek was named manager of the 2<sup>nd</sup> Quarter and Ken Nesbitt, Sarah Long and Christine Wright were named employee of the month read more to learn why these outstanding employees were recognized.

### *Patient Focus: Creighton University Medical Center, Children's Hospital & Medical Center Form Pediatric Critical Care Partnership*

A new partnership agreement between Creighton University Medical Center (CUMC) and Children's Hospital & Medical Center will enhance the delivery of pediatric critical care. The partnership, already in effect, is specific to pediatric intensive care unit (PICU) patient care.

### **News & Announcements**

- HeartCode BLS
- Consumer Digest Rates Creighton Heart Surgeons as Top Performers
- Corporate Cup

## Spotlight: Women's Services Marketing Campaign

Timed with the remodel of the Birth Center Creighton University Medical Center will be launching a Women's Services marketing campaign the beginning of September.



The goal of the campaign is to create awareness of our freshly remodeled Birth Center paired with the confidence and peace-of-mind our experienced staff offer to patients.

Seven billboards will be placed throughout Omaha to raise awareness that CUMC has some the most experienced and specialized staff in the metro. Women's Services will be the cover story for the October issue of *Health Matters* featuring not only the remodeled unit but specialized procedures such as da Vinci Si robotic hysterectomies. Website content will also be updated to reflect the full spectrum of services available for women at CUMC.

Watch the next issue of *The Connection* for photos of the remodeled unit!

## Leader's Voice: Gifts and Entertainment, A Message from the Hospital Compliance Officer



Our culture is much attuned to the giving and receiving of gifts to celebrate events such as birthday, anniversaries and various holidays throughout the year. We can also customarily find ourselves to be the giver or recipient of gifts as an act of kindness, thanks, or recognition of a job well-done. While the tradition of gift giving and receiving is very much a part of our society as a whole, in healthcare the act of gift-giving and receiving is subject to limitations.

In healthcare, we must never offer or accept anything of value in exchange for referrals or other business. It is our responsibility at Creighton University Medical Center (CUMC) to communicate to vendors, physicians, patients, customers and others that our values restrict what we can give and receive because we want our services and business relationships to stand on their own. We do recognize that certain items are appropriate and do not present a risk of influencing our decisions.

### What constitutes a gift?

A gift is *any* item of value – including everything ranging from marketing items like t-shirts to flowers and gift baskets –if the recipient is not expected to pay for the item.

### What constitutes entertainment?

Entertainment is attendance at any event such as a sporting event, concert or play where the recipient is not expected to pay for the entrance fee or ticket.

### What if I receive something that is not permitted?

If an item is not permitted by these Standards, it should be returned with an explanatory note. If returning the gift would create an awkward situation, please call the Ethics Action Line.

### Vendor Gifts:

In order for items to be permitted, they must be **reasonable and appropriate under the circumstances and all requirements of the Gift and Entertainment policy must be met.**

- Gifts received from a **vendor or customer**, with a retail value that does not exceed **\$50 per item per employee and \$100 in total per year and is not cash or its equivalent.** For example, a \$75 fruit basket to share with an entire department would be appropriate.
- A vendor, however, may not pay for a trip for an employee to visit the vendor and evaluate its products.
- Items provided to or received from anyone being considered during a **pending purchasing decision.** For example, a vendor may not provide a bottle of wine to the materials resource manager who is considering buying supplies from the vendor.

### Patient Gifts:

Patient gifts are gifts that are purchased by CUMC for a **patient** with a retail value that cannot exceed **\$10 per item and \$50 in total per year per family and is not cash or its equivalent.** Contact the Hospital Compliance Officer before proceeding. Additionally, we may not accept or solicit gifts from patients in any form.

- CUMC may provide a \$5 meal voucher to the parents of a newborn.
- CUMC may not provide a \$25 gift certificate to a patient.
- CUMC may not provide flowers to a patient.
- CUMC employees may not accept tips or other gifts from patients.

If you are unsure, contact your Hospital Compliance Officer *before* offering or receiving such items.

At CUMC we promote the open identification, discussion, reporting and resolution of ethics and compliance issues without fear of retaliation. Concerns may be reported at any time through your chain of command, the Hospital Compliance Officer or the Ethics Action Line at 1-800-8ETHICS.

To read our Standards of Conduct [click here](#).

## *People First: Recognizing Outstanding Employees and Managers*

### **Mindy Bosanek, OR Manager of the 2nd Quarter**

Mindy Bosanek, first came to Creighton University Medical Center (CUMC) on a 13 week assignment as a traveling nurse and ended up staying on full time as the Endovascular Coordinator. She continued to grow her career becoming Supervisor, interim manager and eventually accepted her current position as manager of the OR eventually adding PREOP and Recovery room staff as well.



"I love the diversity of my day," Bosanek said. "I never know what hand I am going to be dealt for the day and that is what I love. We could have 25 cases on the board and I may have to staff a room or I may have to be charge for the day. Whatever it is I love it all. I love the staff, the patients, the surgeons, even the reps.

Bosanek earned her associate's degree at College of Saint Mary and later her Bachelor's degree from Creighton. She recently earned her Masters degree from Clarkson College with an emphasis as Family Nurse Practitioner.

"It was a long run but I juggled being here full-time, going to school full-time, papers, long hours of clinical at night and on the weekend, and having a baby," she said. "My husband and four kids, and friends are my support and that is how I got through school. Also, the supervisors, charge nurses, Matt Kayl, and Pat Townley are awesome! I am very honored by being the manager of the quarter and love working here at CUMC!"

### **April Employee of the Month Ken Nesbitt, Security**

Ken Nesbitt had just arrived home from his shift at the hospital on April 6 when he heard sirens. He turned on his scanner and heard that there had been shots fired here at CUMC. He immediately jumped back into his car and came back to work to assist. Nesbitt was present in the Registration Department while the hospital was still on lock-down. Ken's presence in the department was very reassuring, not only on a professional level but also on a personal level. He knows most of the Registration staff by name and was genuinely concerned with how everyone was doing, offering encouraging and reassuring words and hugs to those that needed them. Several of the registration staff specifically commented during the next few days how much they appreciated not just that someone from Security was here, but specifically that it was Ken because of the personal connection they had with him. Ken's actions that day truly are indicative of the job he does every day. He rushed back to the hospital that day not because he had been asked to, but because of his commitment and dedication to his job. His presence in Registration that day was so meaningful because of the personal rapport he had built with staff long before that day.



### **May Employee of the Month Sarah Long, Rehab Services**

Sarah Long started at CUMC as an Orthopedic resident and stayed on full-time as an outpatient therapist post-residency. Sarah was hired primarily to staff the outpatient clinic but given the complexity of hospital staffing and constant need to shift employees to areas of highest need for coverage. Sarah does this flawlessly and without complaint. She willingly covers outpatient, inpatient, wound care and cardiac care at CUMC.



Her nominator said it takes more than a willing attitude to be this versatile in the therapy setting Sarah has dedicated extra time and effort outside of her job to become proficient in all therapeutic areas.

Recently Sarah had a complicated case involving a pediatric patient at CUMC. The patient had been involved in a car accident and as a result of injuries suffered was unable to ride in the standard car seat. The patient needed to leave the hospital and needed a realistic method of transportation to and from doctor appointments in the coming months. Sarah made phone calls all over town and took it upon herself to collaborate with Children's Hospital to find a unique car seat that would allow this patient to ride safely in the car without compromising her medical condition. This is just one of the many examples of how Sarah provides exemplary care to our patients at CUMC.

## June Employee of the Month

### Christine Wright, OR

Christine exemplifies the characteristics that make a great nurse and employee. Her nominator describes her as someone with passion and enthusiasm for her work that serves as a role model for other staff members.



Christine believes that working for CUMC is an honor and privilege and it shows in her day-to-day attitude. She understands and builds positive working relationships with all her customers – patient, families, physicians and staff. She works with Dr. Loggie in the OR. He and his patients rely on her attention to detail and compassion to make the surgical environment safe and efficient.

She is also committed to education, learning new procedures and taking on the challenges of working on different teams. Her apparent dedication makes her an excellent team member and team leader. She has a genuine desire to help all those under her care.

### **Nominate Someone for Employee of the Month**

Each and every day we work with incredible people who provide outstanding patient care and extraordinary customer service. Please take the time to recognize these individuals by filling out the Employee of the Month Nomination Form. This is a great way to say “Thank You”. Please be sure to include specific examples in your nomination. The form can be found on Q:\Employee Nomination Form\Employee Nomination Form.pdf or in Administration.

## *Patient Focus: Creighton University Medical Center, Children’s Hospital & Medical Center Form Pediatric Critical Care Partnership*

A new partnership agreement between Creighton University Medical Center (CUMC) and Children’s Hospital & Medical Center will enhance the delivery of pediatric critical care. The partnership, already in effect, is specific to pediatric intensive care unit (PICU) patient care.

“Enhancing the level of care for pediatric critical care patients is the goal of this partnership,” said Creighton University Medical Center President and CEO Gary Honts. “With CUMC’s Level 1 trauma expertise, combined with Children’s dedication to pediatric-based care, we believe this partnership will raise the bar when it comes to providing exceptional pediatric care in Nebraska.”

“This collaboration will help ensure that critically ill and injured children have immediate access to some of the highest levels of care – an urgent and expert trauma response, coupled with rapid intervention and ongoing treatment from critical care specialists who have extensive experience caring for the sickest children in the region,” said Mohan Mysore, M.D., FCCM, Director of Pediatric Critical Care at Children’s Hospital & Medical Center.

Under the partnership, CUMC will continue to accept pediatric trauma patients as a designated Level 1 trauma center. PICU patients will receive care at CUMC until fully stabilized. Once stable and approved for transfer, patients will be transported to the PICU at Children’s via the Children’s Critical Care Transport Team for ongoing care.

As the only pediatric specialty health care center in Nebraska, Children's provides 24/7, in-house staffing by pediatric intensivists, doctors who specialize in intensive care. Children's Hospital & Medical Center operates a 19-bed PICU that cares for patients from newborn through age 21.

The CUMC pediatric intensive care unit bed capacity of four will remain under this partnership to serve patients who need additional time to stabilize. There will be no impact on CUMC physicians or staff.

## HeartCode BLS

Creighton University Medical Center has heart, HeartCode BLS that is. HeartCode will be the new education program to get your certification for basic life support. It's as simple as three easy steps:

- 1) Complete online lessons in .edu.
- 2) Demonstrate psychomotor skills on the adult and infant, real-time, voice-assisted manikins.
- 3) Receive your AHA CPR certificate on day of successful completion of the HeartCode BLS course!

Stop by the open house on August 26 at 1 p.m. in room 2214 next to HR to see the HeartCode manikins and participate in the naming contest. Each winner will receive 2 tickets to a Creighton Basketball game!

## Consumer Digest Rates Creighton Heart Surgeons as Top Performers

Creighton heart surgeons earned a top rating in *Consumer Digest's* September 2011 issue. Creighton was one of only three Nebraska physician groups to receive a three-star rating. Using data from the Society of Thoracic Surgeons (STS), the consumer publication made a state-by-state comparison of how well surgical groups performed heart-bypass surgery between July 1, 2009, and July 30, 2010. The ratings were based on overall performance, complications and other quality measures.

STS gathers information from more than 90 percent of about 1,100 U.S. surgical groups performing cardiac surgery. A total of 324 group practices, including Creighton's, agreed to allow Consumer Digest to publish their results.

Of those, Creighton and 80 other groups were above the national average with the top ranking of three stars, 38 were average (two stars), and five were below average (one star). Alegent Health Bergan Mercy Medical Center and Nebraska Heart Institute and Heart Hospital in Lincoln also received three-star ratings.

The Creighton group was also cited for having fewer complications than the national average.

## Corporate Cup

In 2009 the Creighton & CUMC men's team placed 10<sup>th</sup> and the women's team placed 3<sup>rd</sup>. Sign up for this year's Corporate Cup race and help keep Creighton on top! This year's race is September 18<sup>th</sup>. Must register by Sept. 2<sup>nd</sup> to receive a t-shirt! You can also earn 5 Healthy at Tenet points for your participation.

1. Go to <http://omahacorporatecup.org/>
2. Click "Create or Join a Team," on next page click red box, "Join an Existing Team"

3. Next to "Team Company," select **Creighton University and CUMC** from the drop down menu and click blue button, "Search for a Team"
4. Scroll to the bottom of next page. You'll see 'Creighton University and CUMC'. Click on the blue link that says "Join."
5. On Participant Options page, select "Participant Fee" for \$15. Fill in all information with an asterisk\*
6. Be sure to indicate your t-shirt size

\*Participants can walk or run the 2 mile or 10K course, and kids can participate in the 100 yard dash

Contact [catieomalley@creighton.edu](mailto:catieomalley@creighton.edu) with questions.