



## Who is Rusty Dicker?



Recent internal support surveys revealed that our positions can be a mystery to others. Rusty Dicker is one of these "puzzles". Rusty started as a temporary employee during a full-time employee's medical leave and eventually transitioned into a full time position to fill needs in several departments.

At first, Rusty worked with the Marketing and Fund Development Department, planning events, making promotional materials, and helping with in-house publications. Since then, his job has changed.

Now Rusty's time at PVH is divided mostly in half. Lisa French, the Senior Director of Performance Improvement, is his immediate supervisor, but his 40-hour work week includes two functions. Rusty works about 20 hours a week for PI (formerly called Quality Improvement) and about 20 hours a week in Human Resources. Because of his experience working in Marketing and Fund Development, he still occasionally helps out on a project, such as the golf tournament. Rusty is also the volunteer coordinator for the hospital, so he works closely with all our regular volunteers, including the PVH Auxiliary.

## Email Tips

Email is a necessary part of business life today, and there are some simple tips that can make you a more effective communicator.

1. Archive: establish folders under your inbox, and keep emails that have important documents or other information you may need to reference in the future. By categorizing them when you first receive them, you're more likely to find what you need months from now.

2. Avoid Sensitive Issues: never send an email in anger. Take the time to write your thoughts, save it as a draft, but revisit it when you've cooled down. Also, keep state and federal regulations in mind. Don't discuss sensitive, private issues or medical information. Preserve people's privacy.

3. Handle Emails Immediately: don't wait to answer or deal with an emailed issue. You may forget and never get to it. Also, utilize the "red flag" or other markers to remind you that an email was important or held crucial information.



4. Keep It Short: emails should be quick facts and communications...not novels. Keep your information concise with instructions for people to get more information if they need it. This also shows respect for other people's time.

## Lincoln Homecoming Parade



PVH won Best in Show for this year's Homecoming Parade in Lincoln. The theme was *The Great Outdoors*, and our display featured a bigger-than-life picnic scene complete with human-sized ants following the float and trying to reach the picnic basket. Project Coordinator Rusty Dicker got "sprayed" by the so-called *Ant-Off* and had to be rushed into the "antulance" for treatment." The crowd really liked the drama.

We had a great response from the community and handed out temporary PVH tree tattoos, bandaid containers, and magnets featuring the PVH logo and contact information. Thanks to everyone who helped make things for the float and who decorated and marched in the display. It takes a lot of people and resources to make these events successful, and it was definitely a team effort this year.



## 2nd Annual PVH Golf Tournament



This year's PVH Golf Tournament raised more than \$12,000 for Annual Fund 2008, which will go toward patient room renovations. With sponsors, players' fees, mulligans, raffles, and pro shots all tallied together, the event raised at least \$1,500 more than last summer's tournament, and we had more golfers and prizes than we did in 2007. Thanks to everyone who helped us plan and operate the event. We've had a great response from our golfers, saying it was an extremely fun tournament, and we couldn't have asked for better weather. Many businesses helped us make the contest a success, along with our paid and volunteer staff.

## Special thanks to our Platinum and Gold Sponsors:



## New Hires

Matt Bouchard  
Physical Therapist

Amy Theriault  
Community Partnership  
Project Assistant

Brittany Shorey  
Patient Registration Rep

Bruce Rioux  
CRNA

Kristy Austin  
RN

Tammy Patterson  
RN

Jennie Asher  
RN

## CEO's Corner

To Our Hospital Family,



Welcome to Dr. Samer Sbayi and Dr. Brian Miller. PVH is sharing the services of Dr. Miller with Millinocket Regional and Mayo Regional Hospitals. Dr. Sbayi has temporarily moved into the office next to Human Resources and will be providing services soon. We're very excited to have both doctors here at PVH, so please join me in making them feel welcome.

There are a number of new faces around the hospital, and many others are wearing new hats. Please help these folks get used to their new positions and feel supported and appreciated.

Soon, department directors will be educating you on the new PVH Code of Ethics, designed by our HR Consultant, Pete Chavonelle, and Compliance Officer Sarah Lohman. This is the result of a lot of hard work and many revisions, and each employee will be responsible to read and understand the document. This is part of our effort to ensure that we maintain ethical operations.

Meanwhile, please support our four OASIS Teams which are tackling some difficult issues. These four teams through the Service Excellence program are the [Service Recovery Team](#), the [Emergency Department Team](#), the [Service Standards and Scripting Team](#), and the [Nursing Care Team](#). Each of these groups has its own specific goals and is made up of people who contribute to the development of solutions. These teams are not designed to go on forever. They're supposed to address particular issues and find realistic methods to improve our programs and services. You'll hear more about these teams and what they're doing in the coming months. For now, please just be supportive of the groups and know that they are addressing challenges and issues that affect patient satisfaction and many aspects of hospital operations.

*"Success is the sum of small efforts, repeated day in and day out."  
Robert Collier*

The PVH Homecoming Parade float was a huge success. Thanks to everyone who took part in making the display look so great. Thanks also to those who donated their time for the 5K Run/Walk for Wellness, which boasted 64 runners and walkers. It was an extremely well attended event for its first year, and we had a lot of fun encouraging the participants.

School starts soon, and before we prepare for another long season of heating oil and winterization, please enjoy these next few weeks of warm weather, and be safe.

All the best,

Dave Shannon

**Education Day**  
Remember to visit all the tables in the courtyard during Education Day--September 3.

## Pandemic Flu Planning

PVH, Millinocket Regional Hospital, and the Health Access Network are working together to plan for possible pandemic flu disasters. Scott Warner and Allison Banskton represent PVH on the committee which is meeting regularly and discussing how the three agencies can work together in a critical, community-wide situation. The plans include a web-based program allowing all three agencies to see the available resources, statistics on people being treated at alternate sites, and staffing needs at various treatment locations during disasters. These plans will help all three agencies plan for the worst and find ways to support one another, benefiting the entire Lincoln Lakes Region.

## 5K Run/Walk for Wellness

Thanks to everyone who helped us make the first 5K Run/Walk for Wellness a success during Homecoming Weekend. Sixty-four people participated in the event in downtown Lincoln, including many staff members. Hannaford donated snacks for the runners and walkers, and the hospital co-sponsored the event with its Healthy Maine Partnership program called S.P.R.I.N.T. for Life. New S.P.R.I.N.T. Project Coordinator Robin Carr-Slauenwhite organized the event with a committee of staff and volunteers.



### Employee Activities Committee

This new committee needs members! The new Employee Activities Committee will come up with ideas and help plan events that will bring the staff closer together and allow us to invite our families and loved ones to fun activities. If you would like to help with this committee, contact Jodi Miller at 794-7125.

## Paying Tribute to a PVH Leader

The PVH Staff gathered at a reception in July for long-time Union President Joan Kirkpatrick (seated), who helped protect the interest of union members for more than 23 years.

PVH CEO Dave Shannon, the Senior Leadership Team and Board of Directors presented a college chair to Joan, in appreciation for all she has done for her fellow employees at the hospital.



Taking the reins as the new head of the union is Lab Technologist Helen McCreavy (standing), who also presented a gift to Joan to show the union members' gratitude for all her hard work over the years.

## A Special Thank You

I would like to thank all of the employees at Penobscot Valley Hospital for taking the time to show me around. I would like to thank Amy and Sue from Social Services, also Karen, Brenda and all the other nurses and doctors from the OR. Thanks to all of the nurses, especially Marian and Shannon. Also, thanks to Mike from occupational therapy and Linda and Marge from physical therapy. I really appreciate that I got the opportunity to job shadow and see a lot of interesting things. I am also grateful that everyone was so welcoming and nice.



Thanks again,  
Alex Valaika  
Harleysville, Pennsylvania  
(Kathy Schneider's niece)

## Service Recovery Gains Strength

Staff are starting to utilize the Service Recovery Toolkit which is available through House Managers day and night. It features gas cards, meal and dessert vouchers, directions for how to arrange overnight stays, and other items that can help us keep patients and clients happy. A second toolkit will be placed downtown, so the Patient Financial Services Department and the Rehab & Wellness Center will have access as well.



The idea behind Service Recovery is to deal with potential customer dissatisfaction before it becomes a formal complaint. An OASIS Team established through the Service Excellence program has put together the system and continues to fine-tune it. Each month, a drawing is held, including the names of each staff member who used Service Recovery. This first month, Amy Vicaire won the drawing (center). Cristi Peters (left) assisted Amy in making sure a patient received the right response. Sarah Lohman (right) is the chair of the Service Recovery OASIS Team. All staff are being empowered to spend up to \$50 per patient per year to ensure patient satisfaction.



*The people you know — the care you trust.*

"I would like to thank everyone for their kind, considerate, thoughtful, caring, respectful attention you gave (my loved one) during his stay in your hospital. I would especially like to thank everyone for greeting me, accepting me, listening to me, making me feel welcome, every time I came into your hospital to be with (him)."

"A word of thanks (from a PVH staff member). I recently had a procedure done in our OR, and I was asked by some why I decided to have this done where I work and interact with the staff on a daily basis. My answer is simple. From being around these people, I know their dedication, professionalism, and their caring attitudes. They did not disappoint me. Every one of them stopped by and reassured me and comforted me."

"Excellent people and staff!"

"The care my husband received at PVH was outstanding! He was very ill for several weeks, but thanks to the hard work of many of your staff he did recover."

"Very, very helpful."

"Previously, I had written to Dave Shannon expressing my gratitude for the care I received while at Penobscot Valley Hospital. Staff were efficient and caring."