Strategic plan

Chaplain honored

Reflecting on the past

Do the 4 steps

Safety training

Russell F. Cox
Our new leader
Visit the N-Store for newly branded items

Visit the N-Store online to purchase new Norton Children’s and Norton Healthcare branded apparel for men and women, cups and other items. Log on to Nsite, select Employee Services, then click N-Store in the box labeled Recognition.

The store offers oxford shirts, polos, jackets and half-zip pullovers as well as umbrellas, drinkware, bags, coolers, lanyards, portfolios, badge holders, pedometers and yoga mats.

For more information, call (502) 625-1800, ext. 18, or email brenda.froelich@jebadvertising.com.

On the cover:
Russell F. Cox
Photo by Nick Bonura

Connect
A publication of Norton Healthcare
Marketing and Communications Department and Human Resources Department

Editorial director: Mary Jennings
Managing editor: Cheryl Lockhart
Creative director: David Miller
Designer: Kevin Bayless
Copy editors: Luisa Satterly, Wally Dempsey

(502) 629-8070 Phone
(502) 629-2688 Fax
connect@nortonhealthcare.org
©2017 Norton Healthcare

Photo by Jamie Rhodes
The Norton Service Center’s Help Desk team has been recognized with the Help Desk Institute’s **HDI Team Certification Award**. HDI is the worldwide professional association and certification body for the technical service and support industry. This award recognizes support center and help desk teams for their commitment to service excellence through the adoption of best practices and the acquisition of enhanced skills and knowledge. The award is given to support teams of four or more members, at least 80 percent of whom are HDI-certified. The competencies for HDI certifications are identified and approved by the international certifications committee. **Mitch Bryant**, manager, IS production support, also was recognized as a certified instructor. He is credited with implementing a training and certification plan for the teams.

**Lori Oliver**, receptionist, Norton Heart Specialists – Springs, received in October the Honored Volunteer Award in recognition of her outstanding service to the community as a WomenHeart champion volunteer. WomenHeart is a national volunteer corps of nearly 800 women heart disease survivors trained as community educators, advocates and support network coordinators to lead the fight against heart disease in women. The award is part of the WLKY Spirit of Louisville Foundation program. Norton Healthcare has recognized several individuals who reflect the same humanitarian spirit as the WLKY Bell Award winners through their unselfish contributions of time, talent and energy.

Norton Healthcare’s Marketing and Communications Department received seven PRSA/IABC Landmarks of Excellence Awards during the local public relations and business communication chapters’ 2016 competition. **Joe Hall**, public relations project manager, won an Award of Excellence for writing. **Menisa Marshall**, public relations project manager, won two Awards of Excellence for writing. **Tracy Keller**, manager, communications, and **Mary Lou Fitzer**, creative services manager and senior graphic designer, won two Awards of Excellence, one for annual reports and another for special publications. **Lynne Choate**, manager, public relations, and **Keller** won an Award of Merit for overall communications, business to business. **Mary Jennings**, director, communications; **Jasmin Embers**, video content coordinator; and **Choate** received an Award of Merit for online communications, blog.

**Norton Women’s & Children’s Hospital** has earned the Center of Excellence in Robotic Surgery (COERS) designation, which signifies the facility’s ability to consistently deliver the safest, highest-quality care to robotic surgery patients. **Jonathan H. Reinstine, M.D.**, Associates in Obstetrics & Gynecology, a Part of Norton Women’s Care, is medical director of the robotic surgery department at Norton Women’s & Children’s Hospital. **Ali Azadi, M.D.**, Norton Women’s Specialists – Urogynecology, is the first physician on the campus to achieve the Surgeon of Excellence in Robotic Surgery (SOERS) designation.

---

**New name, same care**

*The new name of our children’s hospital, Norton Children’s Hospital, became official on Nov. 10, 2016. New signs went up the same day. Other name changes include Norton Women’s & Children’s Hospital, Norton Children’s Medical Center, Norton Children’s Medical Associates and Norton Children’s Prevention & Wellness (previously Office of Child Advocacy).*

---

*Photo by Jamie Rhodes*
Back in June, I asked for your help in creating Norton Healthcare’s new three-year Strategic Plan. I asked you to think about the patients and guests you see, talk with and listen to every day, and consider what it takes for them to have a great experience. I asked you to look at your environment and work processes and suggest improvements that will result in the best care we can provide our patients and their families. We asked a series of four questions, and you provided tremendous insight based on your patients’ experiences, your families’ experiences and your own.

With your input, we have developed the 2017–2019 Norton Healthcare Strategic Plan. The plan is based on our pillars and built on the foundation of our mission, vision and values. We then set goals as a way to achieve our plan.

You are the strategic plan in action. Every time you wash your hands properly, follow your department’s guidelines for answering the phone or follow protocols when cleaning a patient’s room, you make Norton Healthcare successful. One of the most important examples of this is our “Reaching for Zero” campaign to eliminate patient harm. Every employee contributes to providing a safe and caring environment for our employees and patients. Hand hygiene is the most effective method for preventing health care-associated infections. Let’s work together to hold each other accountable for washing our hands properly and educating families on the importance of hand hygiene.

Like last year, soon you will be setting personal goals using your My Norton Healthcare goal cards that support our organizational goals. Your goals don’t have to be complex, but they can help solve complex problems.

For example, keeping an area clean helps prevent infection. Preventing infection keeps our patients healthier and gets them home earlier, which helps increase patient satisfaction. Communicating with patients, families and each other during shift changes helps patients and their families feel more confident, and helps us provide safer care.

By working with your leader to set personal goals that you own and achieve, you not only reach your goals and your department’s goals, you help Norton Healthcare reach its goals.

Reaching our goals helps us meet our mission to care for our community and continue to be an employer of choice.

Your goal card will include a summary of Norton Healthcare’s goals:

**People:** Embrace and share the Norton Healthcare family culture with patients, families and each other

**Quality/safety:** Ensure the best possible patient outcomes by providing quality care in a safe environment

**Service:** Be the friendliest health care organization

**Stewardship:** Be responsible caretakers of our resources and community assets

**Growth:** Be the health care provider of choice by being the easiest to use

The goal card is your strategic plan for success at Norton Healthcare. Carry the card in your pocket, place it on your locker or pin it to your bulletin board. Make sure you place it where you will see it every day.

When we know our department’s goals and our contribution to those goals, we know our focus. We know what is expected to help Norton Healthcare meet its mission to provide quality health care to all those we serve, in a manner that responds to the needs of our communities and honors our faith heritage. We also will meet our vision to be the most comprehensive, strongest and preferred health care organization, setting the standard for quality and caring.
Strategic plan guides our way

Whether you are building a house, starting a business or baking your favorite cake, you will be more successful if you start with a plan.

A plan helps keep your house standing, your business successful and your cake tasty, because you are more likely to have the right materials, people and ingredients on hand. Norton Healthcare is no different.

Every three years we create a new strategic plan for our entire organization. The plan is built on the foundation of our mission, vision and values, using our pillars to organize and ensure balance. We then set goals for achieving our plan and ask leaders and employees to set department and personal goals using goal cards.

“Norton Healthcare has a history of focusing on patients and families,” said Mary Jo Bean, senior vice president, Planning and Business Analysis. “The 2017–2019 Strategic Plan maintains that focus, with a collaborative approach at every touch point throughout our system. Whether you work in a hospital, physicians’ office or in a support role, we all play a part in ensuring a positive experience for our patients and their families. This plan shows that we are intentional about demonstrating our connections and creating a consistent, seamless experience for those entrusting us with their care.”

In drafting the plan we consider:
• Trends and innovations in health care
• Patient outcomes and ways to improve them
• Patient satisfaction and what our patients tell us through surveys
• Employee and physician satisfaction and how we can keep, engage and attract the best and the brightest
• Metrics that tell us where our patients are coming from, how our population is shifting and what types of care we must offer to keep up with consumers’ needs and desires
• Information from staff on the front lines, which you shared with us last summer when you answered four questions posed on Nsite
• The needs of the community and how we can better meet the needs of the underserved, including filling in identified gaps in care
• Our financial health and needs in the future
• Opportunities for growth

Using information from those sources and more, we build a plan based on our pillars. Although the in-depth plan is multifaceted and includes metrics for success, it can be simplified to these key strategies:
• People: Establish Norton Healthcare as a leader in the industry for talent attraction and retention
• Value (quality): Ensure service excellence, resulting in the best quality outcome for the patient in a safe environment
• Value (service): Establish unique care models in response to community health needs and preferences of those we serve
• Value (stewardship): Strengthen our financial health and preserve our community benefit
• Growth: Differentiate Norton Healthcare through a broad and diverse growth platform

Using these strategies, Norton Healthcare sets organizational goals. Leaders are setting department goals and employees will set personal goals using My Norton Healthcare goal cards. Read more about setting your goals in Straight Talk on page 4.
Chaplain honored with grant, award

For Kelsey Blankenship White, M.Div., an oncology chaplain at Norton Women’s & Children’s Hospital, 2016 was a banner year. White was one of eight chaplains selected nationally to receive a Transforming Chaplaincy Fellowship grant from the John Templeton Foundation. She also was honored locally with a Marc Lehmann Spirit of Service Award.

The grant she received pays for her tuition, fees and salary while she pursues a Master of Science degree in clinical investigational science at the University of Louisville.

“I’m learning how to conduct research and apply it to chaplaincy, so that chaplains can learn more about their impact on patients, families and staff,” White said. “I want to help chaplains improve their care and, in turn, help those receiving care. My goal is to develop research that looks at how chaplains can affect health outcomes and what models of care are effective. My particular interest is helping oncology patients navigate the health care system.”

The Transforming Chaplaincy project also awarded a grant to Norton Healthcare’s Clinical Pastoral Education program to add research to its curriculum for pastoral care interns and residents. Norton Healthcare is one of only two organizations to have a fellow and receive a curriculum development grant.

The Marc Lehmann Spirit of Service Award Foundation honors physicians and support staff in the fields of oncology and hematology who encompass exceptional proficiency, empathy and understanding. White is the first chaplain to be so honored.

Originally from Lexington, Kentucky, White joined Norton Healthcare in 2015 after serving as a chaplain at the University of Alabama at Birmingham Health System. Her pastoral experience includes a hospital residency at University of Louisville Hospital, hospice and a street ministry in New York City.

-Cheryl Lockhart
Using your spending account in 2017

As 2017 begins, let’s review the four types of spending accounts Norton Healthcare offers to employees. Each one is administered by Discovery Benefits:

1. Health reimbursement account (HRA)
2. Health savings account (HSA)
3. Health care flexible spending account (health care FSA)
4. Dependent day care flexible spending account (day care FSA)

The HRA is automatically funded by Norton Healthcare if you have the Norton Healthy Living Plan. Use it to pay for qualified medical expenses.

The HSA and both FSAs allow you to set aside a specified amount of money through pretax payroll deductions to help pay for eligible expenses. As a result, you realize tax savings and gain more spendable income. Go to DiscoveryBenefits.com/Employees/Eligible-Expenses to see a list of approved expenses.

Based on employee feedback, three separate debit cards will be issued:
• HRA card
• HSA card
• FSA card (both accounts)

You have a separate log-in for each card on DiscoveryBenefits.com. You cannot transfer funds between accounts. Use your 2017 debit cards only for 2017 expenses.

How to pay for your 2016 expenses

See the information and the chart below to determine how to use your remaining 2016 funds.

If you participate in an HRA, health care FSA or dependent day care FSA, you may use these options:

If you have already paid for services out of pocket
1. Submit the Out-of-Pocket Reimbursement Request Form by fax, mail or online. Find the form on DiscoveryBenefits.com.
2. Submit a reimbursement request using the Discovery Benefits mobile app on your smartphone.

If you have not already paid for the expense
1. With the HRA or dependent day care FSA, you must pay for the expenses out of pocket and file for reimbursement by March 31, 2017.
2. The health care FSA now has a grace period through March 15, 2017, which allows you to continue to use your 2016 card to pay for 2016 expenses, plus new 2017 expenses. The grace period does not apply to the HRA or dependent day care FSA.

If you participate in the HSA
The HSA is an option only with the High-Deductible Health Plan. You may use distribution requests, which can be:
• Paid directly to the provider or
• Paid directly to you

For more information, go to DiscoveryBenefits.com or call (866) 451-3399.
The instructor started the first class with silence, yet the classroom was mesmerized. Through an interpreter, Randilyn Woertz, deaf services coordinator, Center for Accessible Living, taught a six-week American Sign Language (ASL) class to several Norton Healthcare employees.

While ASL training has been offered for years through Norton University, the recent fall class was the first time the program was taught — signed and interpreted — by a deaf instructor. Barry Gary, director of staff development, Norton University, spearheaded the partnership with the Center for Accessible Living.

"Unlike a typical sit-and-listen format, this class led by a deaf instructor allowed for a truly immersive experience," Gary said. "The intent was for participants to get more comfortable interacting with those in the deaf and hard-of-hearing community through an interpreter and signs. And we think we accomplished that."

For six weeks, participants learned finger-spelling, vocabulary and grammar skills, as well as basic knowledge about deaf culture. The information is presented to ensure employees are equipped with skills needed for simple greetings and directional aids while in a health care setting.

“We received really good feedback,” Gary said. “It’s just another part of the community and patient population that we need to do outreach for.”

Statistics confirm Gary’s thought. According to a study by the Modern Language Association, ASL is the third fastest-growing non-English language in the United States, after Spanish and French. Approximately 4 million people in the U.S. and 90,000 in Kentucky are deaf or hard of hearing, according to Gallaudet University’s Deaf Statistics, along with the U.S. Census Bureau.

“Immersing and educating our employees in the deaf culture is another way to arm them with methods to boost the patient experience,” Gary said.

Woertz agrees. “Those learning or not used to sign language will forget some signs or get some wrong, but it’s the attempt to communicate in our language that is very much appreciated,” Woertz said. “The attempt to include the deaf community in the conversation is the most important part.”

For information about future ASL classes, go to My Learning (LMS) on Nsite, or call Norton University at (502) 629-7349. In addition, an online American Sign Language for Health Care class is available on LMS.

–Ryne Dunkelberger
When asked, Charita Cooper offers some life advice.

“If you have the opportunity to do something you don’t normally do, do it.”

Cooper, diagnostic scheduler, Centralized Scheduling, practices what she preaches. Six years ago, when she was asked if she wanted to volunteer at the upcoming Ironman Louisville triathlon, she jumped right in. She didn’t know much about the event when she volunteered to work in the medical tent, but as she recalls, she knew “it was a tough race.”

Through the years, Cooper has learned what it takes to become an Ironman: a grueling 2.4-mile swim, 112-mile bicycle ride and 26.2-mile run. Competitors must complete the race in less than six hours to be considered an Ironman. She has met countless numbers of these tough athletes, who underscore why she volunteers.

“When I first started volunteering, it was just about helping,” Cooper said. “Then it became much more than that. It became about helping the athletes — the men and women who are doing these incredible things.”

At the 2016 Ironman Louisville, volunteers outnumbered athletes. Brian T. Jurich, director, Norton Sports Health, said the race couldn’t happen without Cooper and her 3,500 fellow volunteers.

“It’s hard to tell the story of Ironman athletes without the volunteers,” Jurich said. “They are as critical to the race as water and bicycles. The volunteers are the backbone of the event.”

Cooper volunteers in the medical tent, registering athletes for medical attention and discharging them from the tent after treatment. Her “race” day starts at noon on Sunday and lasts until 1:30 a.m. on Monday, 90 minutes after the course is closed for finishers.

Cooper spends all day cheering on athletes and offering assistance, balancing compassion and customer service. Yet Cooper said it’s often the athletes’ compassion that stands out.

“Many of the athletes stop in and say, ‘Thank you for being here’ or give us high-fives,” Cooper said. “Even athletes who don’t use our medical services come by and say thanks for being there. It’s the athletes that make me feel really appreciated.”

Cooper said she doesn’t see herself ever participating in the Ironman, but she will continue to be one of its biggest supporters.

“I’m just so thankful and honored to have the opportunity to help out at this event,” she said.

–Ryne Dunkelberger

Charita Cooper
While we were looking back at the history of Norton Children’s Hospital, we talked to three nurses who have worked there for more than 40 years. We asked them two questions:

1. What is your best memory of working at the children’s hospital?
2. What is the most significant change you have seen over the years?

Here are their responses.

**Joan Strotman, R.N.**

Strotman is a staff nurse on the cardiovascular intensive care unit team in the “Just for Kids” Critical Care Center. She began working at the hospital on June 5, 1972.

1. “That is a hard question to answer. My career is filled with too many happy memories to pinpoint one of them. But my greatest pleasure is the love and camaraderie that I have always felt from all the people that I come into contact with on a daily basis. Whether it is my patients, their families, my co-workers, physicians or other departments, we all feel like family. We all are here for the same reason. We are here to serve the children! That is what makes this profession so rewarding. That is why this has been my only job.”

2. “The most significant change that I have seen over the years has been how the role of the nurse has evolved in the care of patients, and how the technology has advanced. When I finished school and started here, the role of the bedside nurse was geared toward carrying out the physicians’ orders. This role has progressed to where nurses are now an integral part of the health care team. Our opinions and observations matter. We are the eyes and ears of the physicians and the voice of patients and their families.

“The advances in technology have been mindboggling. There has been so much progress in the field of critical care medicine. We are now able to save many lives and improve the quality of life for so many children that we were unable to save at the beginning of my career. Critical care has become a challenging, changing science, almost on a daily basis. That is what keeps it interesting and so rewarding.”

Joan Strotman, R.N.
Peggy Grimm, R.N.

Grimm is a staff nurse in the Emergency Department. She has worked there since April 10, 1972.

1. “It’s hard to pick any one memory as my favorite from my years of working in the emergency room. I’ve always found it to be rewarding when I go into a room and the child’s grandmother is there and she remembers me and how I took care of her when she was a child. A local EMT shared with me that he decided his career path after I cared for him as a teenager after a car accident.

2. “The most significant change I can remember was that we did not have EMS to transport patients, and the police department transported critical patients in the back seat of their police car. Also, our trauma room had a fixed, wooden exam table that was in a room the size of one of our current regular exam rooms. We have since evolved into a Level 1 Pediatric Trauma Center with a wonderful staff of physicians and nurses.”

Brenda Kinser, R.N.

Kinser started working for Norton Healthcare on June 12, 1967, at St. Joseph Infirmary and moved to the downtown hospital in 1999. She works on the medical/surgical unit on 5 East/5 West.

1. “My best memory of working at the hospital is all the friendships I’ve made, hands down! I have had wonderful co-workers. Plus I love children. There’s a wonderful team feeling. Even though I was older than the others, I was accepted. It’s humbling to fit in with such a diverse group. Everyone accepts each other and pulls together.

“I was so touched by the administrative team’s sensitivity to all of us when Nancy Hughes [a children’s hospital nurse] died in August. Russ Cox [CEO] even came to the memorial services. It made us feel like we really were cared for. Alicia Pike Hanna [nurse manager] bent over backward to make sure all of Nancy’s friends could get off work to go to her service.”

2. “When I first started working there, women weren’t allowed to wear pants. We wore starched uniforms with caps. Our hair couldn’t touch our collars. But technology is the biggest change. It’s like night and day. Also, the acuity of the illnesses now. More is done on an outpatient basis now, so a child has to be really sick to get admitted.”
On Nov. 6, 2008, Casey Phillips, analyst, IS Enterprise Services, got the call no parent ever wants to receive. It was his father-in-law telling him he needed to get to the Shelbyville emergency room as fast as he could. His 14-year-old had tried to hang himself. “My heart stopped,” Phillips said. “As I was walking out the door, I couldn’t do anything except pray. I had to pick up my wife. We had to get to Shelbyville. I cried and prayed all the way to her office. I asked God if Robbie was alive. I heard, ‘Yes,’ like a whisper.”

Phillips and his wife, Debbie, arrived in Shelbyville minutes before the helicopter came to transport Robbie to Norton Children’s Hospital. Robbie had an anoxic brain injury, and doctors warned of a strong possibility that Robbie wouldn’t make it through the night. If he did survive, he would be left in a vegetative state.

Robbie survived the night, and spent six weeks in the hospital and three more at Frazier Rehab Institute. “Robbie opened his eyes seven days after our arrival at Norton Children’s Hospital,” Phillips said. “They saved his life.”

Phillips describes Robbie as a very intelligent, quiet and caring kid who loved his family and his pets. He recalls memories from a family vacation just five months before his son’s attempted suicide, where Robbie and his sister, Serena, swam with dolphins. He talks about the many car shows they went to together and that Robbie liked to fish.

“I’m proud of him. He is my son and I miss him,” Phillips said.

That day eight years ago changed everything for the Phillips family. Although Robbie survived, he is 100 percent dependent on his family for care. He can’t communicate and requires a feeding tube, trachea care, medication schedules, bathing and range of motion exercises. The family’s dining room became a hospital room, and Debbie left her job to assume the role of Dr. Mom.

“It has been difficult,” Phillips said. “It changed us. We hold on to our faith and continue to fight for our son.”

That fight led them to seek alternative treatments for Robbie in an effort to improve his condition. In 2011, the family began to explore stem cell research as a way to heal his brain injury; however, most treatments were risky due to his poor health.

A few months into their search, hope came from an unlikely place: Robbie’s grandparents’ dog was undergoing autologous adipose stem cell treatment for hip dysplasia at a veterinary clinic in Shelby County. Soon after treatment, the dog began to walk again.

When they told the veterinarian about their grandson’s condition, he suggested researching this type of stem cell treatment for Robbie because it uses the person’s own fat cells to generate new stem cells, making it lower risk.
The family found a reputable facility that performed autologous adipose stem cell treatment in Phoenix, Arizona. The next hurdle was finding a way to pay for $8,200 experimental treatments, plus travel, lodging and additional nursing support. There was no doubt the family would make the trip in an effort to help Robbie. The question was how to get over that hurdle.

“A close friend suggested we have a music benefit concert to raise money,” Phillips said. “We called the event RobFest.”

The inaugural RobFest was held July 16, 2011. The event was sponsored by Shelby County Community Charity and included 26 local bands playing on two stages, as well as special guests John “J.D.” Deservio with Black Label Society and Eric Struthers with The Neville Brothers.

More than 1,600 people attended RobFest. With additional donations, including a significant gift from Shelby County Community Charity, the inaugural event raised $34,000. Robbie was able to receive two stem cell treatments.

Money raised from each year’s RobFest has allowed Robbie to receive additional stem cell treatments. Phillips says the treatments have made a difference, bragging that Robbie recently raised his foot five times in a row on command — breaking a previous record of four this past summer.

Encouraged by overwhelming support from the community, Phillips was determined to spread hope to teens facing thoughts of suicide.

“Helping those in need is a great feeling, and we wanted to do more to prevent another death by suicide,” Phillips said.

With the help of a close family friend, Phillips established ASAP (Adolescent Suicide Awareness and Prevention). The small group has been mighty in their efforts to support teens like Robbie who feel suicide is the only answer.

ASAP has provided a scholarship to a teen who submitted an essay on her battle with depression and suicide attempt. It also assisted with burial costs for a teen who had died by suicide. Other funds raised by the organization are spent on educating the public about bullying and teen suicide.

Through his faith, family and support of his community, Phillips has turned tragedy into purpose.

“I want people to realize that it doesn’t matter how bad things are, it always gets better. Just live. Never give up,” he said.

—Tracy Keller

LOOKING FOR HOPE
and finding help

Nearly 43,000 Americans die by suicide each year, making it the 10th leading cause of death in the United States and the third leading cause of death in people ages 10 to 24. For many, it is hard to see the light of hope in darkness.

“Suicide is complicated,” said Bradley E. Kocian, M.D., Norton Community Medical Associates – LaGrange. “Recognizing the symptoms of depression early can often be the first line of defense in preventing suicide.”

If you or a loved one is struggling with depression or thoughts of suicide, speak up and seek out help.

• **Talk with your doctor.** Your primary care provider can screen you for depression and then refer you to a physician who specializes in mental illnesses.

• **Reach out to your support system.** Don’t hide from your family and friends. Connect with your loved ones and talk about your feelings. A solid support system can act as a safety net as you explore other treatment options. Not comfortable opening up to them? Call the National Suicide Prevention Lifeline at (800) 273-TALK (8255), which allows you to remain anonymous.

• **Learn more about mental illness and suicide.** Education and awareness can help eliminate the stigma surrounding mental illness and suicide. The National Alliance on Mental Illness (NAMI.org) and the American Foundation for Suicide Prevention (AFSP.org) are great resources for educating yourself and your loved ones on mental illness and suicide.

Finding help can give you hope. Give yourself or a loved one hope by sharing the message of how to prevent suicide.
The start of a new year is a popular time to refocus on giving your health and well-being the tender loving care they deserve. One easy way to do this — and to qualify to earn $35 in wellness credits per pay period — is to complete the N Good Health 4 steps.

**What are the 4 steps?**

Step 1: Take your health risk assessment.
Step 2: Complete your annual wellness statement.
Step 3: Visit your primary care provider for a wellness exam.
Step 4: Earn 100 points.

**When do the 4 steps need to be completed?**

Complete the 4 steps by Sept. 15, 2017, to qualify for wellness credits on your 2018 paychecks. You can earn up to $910 in wellness credits, which works out to $35 each pay period.
Is it too late to earn wellness credits for 2017?

If you were unable to complete all 4 steps before the Sept. 15, 2016, deadline, you can still qualify for wellness credits this year based on the “jump-in” schedule below.

Why should everyone do the 4 steps?

Aside from earning wellness credits, completing the 4 steps can help you significantly improve your well-being.

“The program can help you develop a personal wellness plan and support you as you put that plan into action,” said Kim Lepera, health navigator, N Good Health. “With discounted wellness and exercise programs, fitness devices, general guidance and many other excellent resources, we’re here to help you make your health a priority.”

How can I earn 100 points?

Employees have numerous opportunities to earn 100 points to complete step 4. You can earn points each day by using the helpful tools on NGoodHealth.com to track what you eat, how much water you drink, and how much you exercise. You can qualify for points by improving clinical measures reflected on your annual wellness exam, such as blood pressure, blood sugar levels, cholesterol levels and weight. Points are awarded for taking part in N Good Health activities and other Norton Healthcare-sponsored programs.

Are programs that employees can attend happening soon?

This February, in conjunction with Heart Month, a series of health fairs will be held at various system locations. These events will offer great education and free screenings.

Health fair dates, times and locations

- Tuesday, Feb. 7, 9 a.m. to 1 p.m., Watterson Tower, Suite 132
- Thursday, Feb. 9, 7 a.m. to 1 p.m., Norton Hospital, Dining Rooms C & D
- Tuesday, Feb. 14, 7 a.m. to 1 p.m., Norton Audubon Hospital, Community Room
- Tuesday, Feb. 21, 7 a.m. to 1 p.m., Norton Brownsboro Hospital, cafeteria
- Thursday, Feb. 23, 7 a.m. to 1 p.m., Norton Children’s Hospital, Room K603 (sixth floor)
- Tuesday, Feb. 28, 11:30 a.m. to 1 p.m., CPA Lab
- Thursday, March 2, 7 a.m. to 1 p.m., Norton Women’s & Children’s Hospital, lobby area (adjacent to Breast Health Center)

Each health fair will include prize drawings and free massages. Representatives will be on hand from Benefits, the Employee Assistance Program, Norton Weight Management Services, Rx for Better Health and the YMCA. Schedulers will be available to book N Good Health wellness exam appointments by calling (502) 629-1111.

–Menisa Marshall

Did you know?

Kentucky’s first successful open heart surgery using a heart-lung machine was performed at Children’s Free Hospital (a predecessor to Norton Children’s Hospital) in 1957. As of November 2016, the hospital was on track to perform 200 open heart surgeries for the year.
Heart patient finds support close to her heart

During the 39 years Cheryl Reid-Douglas has worked as unit secretary in the Emergency Department at Norton Audubon Hospital, she has seen it all: heart attacks, appendicitis, broken bones and wounds to be stitched. So when she started experiencing chest pain and dizziness, she knew something wasn’t right.*

“I actually ran into my doctor one day while at work and told him about my symptoms,” she said. “He ordered a stress test and quickly discovered I needed to have a diagnostic catheterization just a few days later.”

Having had a previous heart catheterization in 2009, Reid-Douglas thought she knew what to expect. But to her surprise and the doctor’s shock, they discovered that one of her arteries was 99 percent blocked, and a stent was implanted.

“The doctor told me I was an awfully lucky young lady,” she said.

In the weeks that followed, Reid-Douglas found support and encouragement everywhere she turned. She was overwhelmed to receive a phone call from Jon Cooper, the hospital’s chief administrative officer, who called to tell her she was in his thoughts and prayers.

Her co-workers in the Emergency Department checked on her frequently, and although they looked forward to “Momma Cheryl” returning to work soon, they encouraged her to take plenty of time off to recover.

Reid-Douglas also found comfort in returning to cardiac rehabilitation at Norton Audubon Hospital.

“I remembered from previously being in cardiac rehab how caring and compassionate the nurses and staff members were,” she said.

Her doctor referred her to the Woody and Lucille Stephens Cardiac and Pulmonary Rehabilitation Center in Norton Medical Plaza East – Audubon for a medically supervised mild exercise and education program. Registered nurses and an exercise physiologist work with patients to tailor an exercise program focused on improving endurance, strength, stamina, flexibility and self-confidence. The education portion emphasizes medication management, nutritional information and techniques to help control anxiety and fear after a heart episode.

Reid-Douglas is back at work but continues going to cardiac rehab.

“I know that exercise is important in allowing me to stay fit and live a long life,” she said. “I want to be around to see my grandchildren and great-grandchildren for years to come.”

Many forms of support are available for those who have survived a heart episode or are living with heart disease. One of those is WomenHeart: The National Coalition for Women with Heart Disease. The program features one-on-one support and support group options. For more information, call (502) 629-1234.

– Lynne Choate

*Reid-Douglas now realizes that she was in grave danger of having a life-ending heart attack. If you experience symptoms such as chest pain and dizziness, call 911 or go to the nearest emergency department.
Take steps to be more active

You hear the buzz around you all the time: “How many steps do you have?”
But is the buzz about activity trackers worth the hype?

More than a fashion statement, activity trackers allow you to keep tabs on your level of movement and other important health statistics to promote overall wellness. These devices can count your steps, monitor your sleep patterns, calculate your calorie burn and more.

The idea behind activity trackers is to help people take their health into their own hands. Wearing a device is like having your own personal trainer and health care provider right at your fingertips. And, yes, most agree that wearing a tracker encourages them to try to reach their fitness goals.

So, what should that goal be? The recommendation of 10,000 steps daily is endorsed by the World Health Organization, the U.S. Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services.

More important than the devices themselves, it’s been found that people who exercise with a partner are more likely to stick with it than people who try it by themselves. So, along with your activity tracker, grab your spouse, friend or co-worker and look for ways to get active together.

–Erin Wiedmar, clinical nutritionist, N Good Health

Norton Healthcare employees receive discounts on FitBit and Garmin products. Visit NGoodHealth.com to learn more today.
Norton Healthcare is on a journey to zero in an effort to eliminate preventable patient harm. You can help by becoming a Zero Hero when you attend a Reaching for Zero safety training session at your facility.

“Reaching for Zero safety training is designed to improve staff’s knowledge of error-prevention strategies and how to apply them to everyday work,” said Deve Vetter, system associate vice president and patient safety officer. “Simple checks and actions can stop a harm event from occurring, which could prevent delayed or incorrect treatment or even save a life.”

Reaching for Zero safety training will discuss important error-prevention strategies that can be used to prevent harm events. Training sessions also will discuss the importance of high reliability in a medical setting in reducing error or risk.

“Staff will see error-prevention strategies in action through educational videos and impactful stories shared by trainers,” Vetter said. “The training should make all staff, no matter your role, feel confident in speaking up when something just doesn’t seem right.”

Reaching for Zero safety training will be rolled out systemwide through 2017. The two-hour training is required of all hospital employees as well as all employees and providers in Norton Medical Group practices and Norton Cancer Institute. Norton Clinical Agency and select system department employees also must complete the training. Failure to attend could result in corrective action being taken.

Norton Medical Group, Norton Cancer Institute and Norton Clinical Agency staff are invited to attend a session at the facility most convenient for them. Norton Children’s Hospital conducted Reaching for Zero safety training in summer 2015. New staff will receive training during their onboarding process.

“We all play an important role in preventing patient harm,” Vetter said. “This training will arm you with the skills needed to recognize and stop harm events from occurring as well as educate your co-workers on these safety practices. Together we can reach zero, and you can become a Zero Hero.”

Eligible staff can earn continuing education credits for completing the training. Watch your facility’s Nsite page for updates on the Reaching for Zero safety training.

To sign up for a session, go to Nsite, select Employee Services, then log in to My Learning (LMS) under Career & Learning. Select the training session at the facility that is most convenient for you.

–Tracy Keller

Above: Charlotte Ipsan, RNC, MSN, NNP-BC, chief administrative officer, Norton Women’s & Children’s Hospital, leads a “train the trainer” class.
Piggies for Preemies promotes a healthy start

Through the Piggies for Preemies program, children from across the region are turning their pennies into a promise of a healthy start for premature babies in the Neonatal Intensive Care Unit at Norton Children’s Hospital. Use your own piggy bank or container to collect spare change. Those who turn in their full banks in the spring will be entered in a drawing for a $500 scholarship. For more information or to place an order for Penny the Piggy banks, Penny the Piggy icons and coin collection canisters, visit PiggiesForPreemies.com or call (502) 629-8060.

‘Be the Bliss’ in a patient’s life

Life can change in a heartbeat. Coping with a new medical diagnosis, making health care decisions and taking care of family may leave no time for little things that can make a big difference. Our Be the Bliss program creates simple, treasured moments and memories for our patients, caregivers and families. We can all “be the bliss” in someone’s day.

What can we do? Here are a few examples:

- Arrange a haircut for someone who is losing hair because of chemotherapy treatments.
- Throw a birthday party for a hospitalized patient, giving them a chance to celebrate with family.
- Celebrate an anniversary or other special date.

Festival of Trees & Lights

This tree, created by the Norton Healthcare Marketing & Communications Department, sold for the highest price at the 27th annual Festival of Trees & Lights, presented by Republic Bank in November. The department has decorated a tree for the festival for 10 consecutive years.

Good catch!

Anytime someone identifies and averts a potentially harmful situation before it reaches a patient, it is considered a “good catch.” All good catches should be reported through the Patient Safety Reporting System so everyone can learn from them.

A physician at Norton Women’s & Children’s Hospital ordered APAP (acetaminophen) with codeine instead of regular Tylenol on a discharge order for a 12-month-old baby. Traci Halfacre, R.N., Pediatric Surgery, notified Anesthesia because she believed the prescription was not appropriate for an infant of this age. The order was discontinued, and over-the-counter Tylenol was recommended instead. The error-prevention strategy illustrated by this good catch is Qualify, Validate and Verify (QVV): Using your judgment when something does not seem quite right, and verifying with an expert source. Using this strategy, Halfacre prevented a potentially serious medication error.

Good catch, Traci Halfacre!
Norton Children’s Hospital and the University of Louisville School of Medicine are presenting the 2017 “Just for Kids” Pediatric Care Symposium on Friday, March 3, 2017, from 7 a.m. to 5:20 p.m. at the Galt House Hotel. The symposium will focus on clinical updates and best practices on a variety of topics commonly seen in the primary care setting, as well as the future of pediatric care. These will include office emergencies, new findings in attention deficit disorder treatment, pediatric gynecology, pediatric neurology, obesity and dermatology, among others. Continuing education credits will be provided.

“The inaugural ‘Just for Kids’ Pediatric Care Symposium demonstrates our collective dedication to excellence in lifelong learning and the ongoing pursuit of providing the highest-quality health care,” said Joshua T. Honaker, M.D., system vice president, Norton Medical Group. “We designed this symposium to complement the content provided at the annual meeting of the Kentucky Chapter of the American Academy of Pediatrics.”

Find more information, download the full agenda and register online at NortonHealthcare.com/JustForKidsSymposium. Attendees also may register by phone at (502) 629-1234, option 2. For additional questions, contact the Center for Continuing Medical Education at cme@nortonhealthcare.org or (502) 629-8574.