

# Vital Signs

Blue Ridge Regional Hospital Newsletter



March 2011

## Board Report

The position description and the profile of most desired qualifications for our new CEO was completed the first week in February. Our search officially got under way on February 7, 2011. At this stage the search is being coordinated by Martin Godwin, partner in Cameron Carmichael.



As of February 25, Martin has made direct contact with more than 40 individuals. He expects to speak with more than 150 people in this early phase of the search.

Martin sent me this email: "Initial feedback is that the opportunity has been well received in the market place. Blue Ridge Regional Hospital has a strong reputation and the Western North Carolina location is a positive draw."

Our search, then, is on schedule. Our Search Committee expects to begin interviewing the strongest candidates by mid-April.

Again, this is a team effort. Please contact any member of our Search Committee or Martin directly if you have input you wish to share. For Search Committee contact information or for Marti's contact information please call Margie Lang at 828-766-1800.

## New BRRH Website

Have you heard? BRRH has a new website that is easier for staff and patients to navigate.



With the help of the Mission Web Team the Communications/Marketing Department went live with the new BRRH site in late February.

The new site features news and updates as well as a calendar of events so that everyone can keep up with what is happening at BRRH.

The new website features a special section for staff members as well. Now you can access your email and Lawson applications without having to go to the Mission site.

The staff section also includes a new feature that is exclusive to BRRH. You can now send in your Dr. Blue questions via the web.

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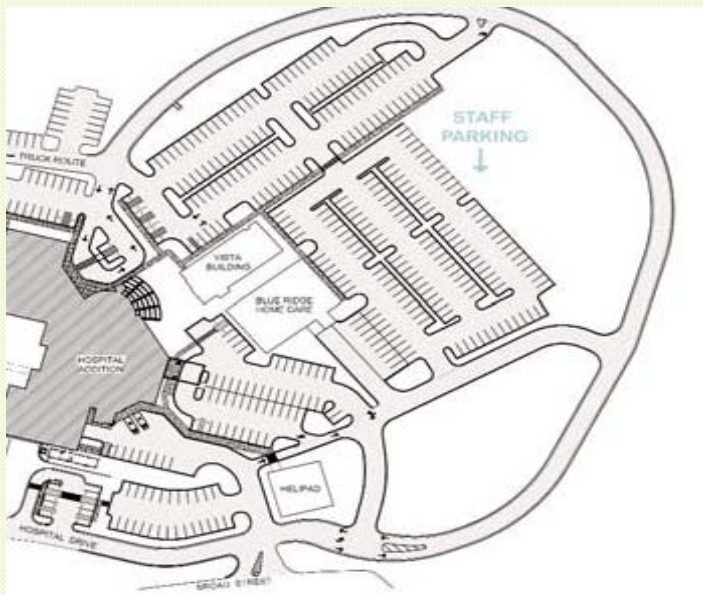
## Where are you parking?

Are you parking in staff parking areas? Please remember to park in areas that are designated for staff.



Staff areas are designated so that we can provide convenient parking for our patients and their families.

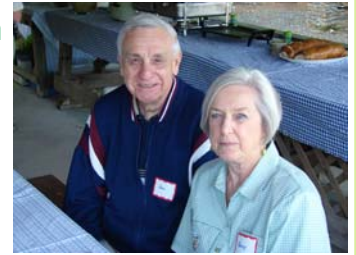
Staff parking areas are located in the last three rows of the paved parking area behind Blue Ridge Home Care as well as the Hospice Building. Staff parking areas are also available in the gravel lots behind the Business Services Buildings and the ware houses. Please note that space in these areas are limited and you should park in a manner that is courteous to others. Blue Ridge Regional Hospital is NOT



responsible for any damage that may occur to your vehicle while parked on campus, especially if it is not parked in a staff area. Any damage that occurs to your personal vehicle would be taken care of through your personal insurance the same way you would if something happened to your vehicle at the grocery store.

## Foundation Update

The BRRH Foundation Office is pleased to announce the establishment of the **James & Betty Brannigan Employee Emergency Fund**.



Named in honor and memory of the hospital's beloved friends, Jim and Betty Brannigan, this fund will provide emergency grants to employees of BRRH who find themselves in times of crisis where other avenues of financial assistance are not available. We are currently in fundraising mode for the Brannigan Fund and hope to have enough monies in hand very soon to be able to start making grants to employees who need our help and support during tough times. Our most important capital is our human capital, and your Foundation Board of Directors is very pleased to offer this fund to support our wonderful hospital staff.

Won't you consider making a gift to the Brannigan Fund to get the ball rolling? Your gift to the BRRH Foundation, marked "Brannigan Fund," is, of course tax deductible, and a gracious way to honor our friends Jim and Betty. You're making possible grants that will help your colleagues in time of emotional and financial need. Can't write a check right now? Consider donating some PTOs. This is a quick and easy way to make a substantial gift to this important cause. We have the commitment of a one-for-one matching gift to this Fund when we reach \$25,000, so think of your gift as being doubled when we reach our goal! Your department directors will have copies of the Brannigan Employee Emergency Grant application form or you may contact Nancy Lindeman in the Foundation Office (ext. 1750) if you would like more information.

*Continued on page 4...*

## Volunteer Vitals

Need new uniforms? Be sure to stop by the uniform sale in the main lobby at BRRH on March 10th and 11th. The sale will last from 10:00 AM until 7:00 PM on Thursday March 10th and from 7:00 AM until 4:00 PM on Friday March 11th.



All proceeds will benefit the Volunteer Scholarship Fund, payroll deduction will be available!



Volunteer Scholarship applications will soon be available!!!

The 10th annual Volunteer Scholarship Cycle will begin March 14, 2011.

The Volunteer Scholarship Committee is offering scholarship opportunities to eligible college-bound students concentrating in the field of healthcare. Eligible applicants include:

- Active BRRH or clinic employees who have been employed for at least six continuous months.
- Children, Step-Children, and Grandchildren of active employees.

Applications will be available at the Switchboard and in the Gift Shop beginning Monday March 14th. Applications MUST be returned to the Gift Shop or switchboard no later than Friday April 1, 2011 at 12:00 Noon. NO LATE APPLICATIONS WILL BE ACCEPTED!

If you have questions please contact Barbara Hasty at 828-766-1770. Scholarship winners will be announced during the week of May 2, 2011.

## Kudos Corner

*"Thank to Administration/Employees for prayers and dress for casual donations given to me during my husband's recent illness/surgery. "*

*Doris Grindstaff*

*"We would like to thank Nick Briggs in Maintenance for finding and fixing the problem with the AC unit in the MRI building. Even though it is still winter, on warmer days the temperature inside the building had reached as high as 85 degrees. The high temperatures made it extremely uncomfortable for both the patients and staff. Again, thanks Nick for helping us out!"*

*The MRI Dept.*

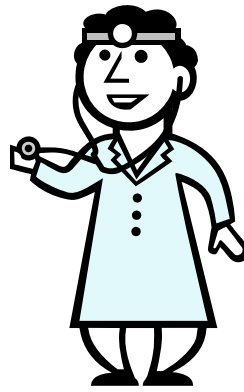
*"Kudos to Stacie Duncan for being elected clinical instructor of the year by South College! Stacie has also been elected clinical instructor of the year at Caldwell too! Congratulations Stacy!"*

*Rehabilitation Services  
Department*

**Do you have a "Kudo" for someone? Contact Allison Grindstaff at 828-766-1752 or at [allison.grindstaff@msj.org](mailto:allison.grindstaff@msj.org)**

Web site renovation continued from page 1...

The new Dr. Blue form allows staff members to submit their questions to Dr. Blue via the web without having to type an email or write a note. This form can be used anonymously. You can include your email address if you would like a quick response, however it is not required.



Dr. Blue questions and answers will be printed in the newsletter each month.

Visit the new web site and check out the staff section!

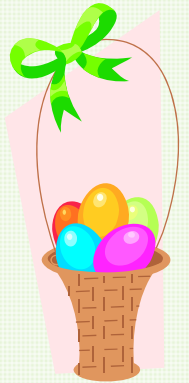
[www.blueridgehospital.org](http://www.blueridgehospital.org)

Foundation update continued from page 2...

And now, for more fun Fund news!...

### Easter Basket Auction EggsStravaganza!

Everyone enjoyed last year's Easter Basket Auction so much, we are off and hopping to get the 2011 event underway! This year's proceeds will go toward the Brannigan Employee Emergency Fund. What better way to celebrate Spring than to enjoy a basket of wonderful treats and know you're providing support for a colleague in need. Individual employees or departments can donate a basket of goodies for auction. Last year, we had such creative baskets—Garden Basket, Think Pink Basket, Ducky Basket, Pamper Me Basket, and many more delightful designs. So get your ideas flowing, everyone (what about a Tractor Supply Basket, or a Bass Pro Shop, or a NASCAR Basket? Let's get the guys involved,



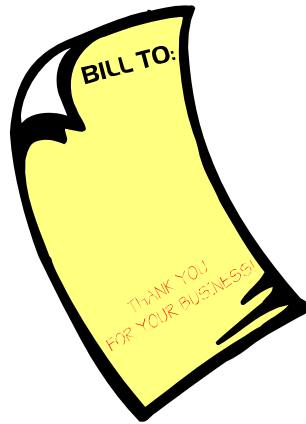
what do you say?). All baskets will be due in the Foundation Office by April 11. Baskets will be on display for bidding in the BRRH Cafeteria and available by absentee bidding the week of April 18-22. Bidding will close promptly at 10:00 am, Friday April 22. Absentee bidding will close at 5:00 pm on Thursday,

April 21. Hop to it and start planning your baskets today! Questions?—contact Nancy Lindeman in the Foundation Office at extension 1750.



### HIPAA Corner

**Q: An employee of a physician practice, who is not authorized to release a patient's billing information, shares a patient's outstanding balance and other billing information with another individual. Has the employee inappropriately disclosed the patient's PHI?**



**A:** The employees actions constitute a breach if the employee released the patient's financial information without the patient's authorization and for purposes other than payment or healthcare operations. Any financial information pertaining to patients (e.g., name or address, specific health-related information, patient financial information, patient demographic information) is considered PHI and thereby enjoys the protection of the privacy rule.

**Thursday March 17, 2011 is St. Patrick's Day!**

**Don't forget to wear your green!**



## Doctor's Day



# National Doctor's Day is March 30, 2011. Please take a moment to tell all of our physicians how much you appreciate them!

BRRH and the BRRH Foundation would like to say a special "Thank You" to all the physicians for your participation in Toe River Project Access.

## Blood Drive

There will be a Blood Drive at BRRH on Tuesday March 22, 2011 from 12:30PM until 5:00 PM. Please sign up to donate blood.

BRRH receives a discount on the blood we purchase for our patients from the Red Cross when we meet our goal of 25 units. We have been unable to meet this goal for the last several drives therefore our goal has been lowered to 23 units.

Please help us reach 23 units! To sign up for a time please call Heather Greene at 766-1592.



All blood types are needed.

Vital Signs is a monthly publication for the staff, physicians, and volunteers of Blue Ridge Regional Hospital.



This publication is produced by the Communications and Marketing Department at Blue Ridge Regional Hospital.

Any newsletter ideas? Contact Allison Grindstaff at ext. 1752 or [allison.grindstaff@msj.org](mailto:allison.grindstaff@msj.org).

## March Birthdays

|                    |          |
|--------------------|----------|
| Tommy Hughes       | March 3  |
| Sandra Ellis       | March 3  |
| Jamie Pate         | March 4  |
| Jane Edwards       | March 5  |
| Joy Boothe         | March 5  |
| Joe Montgomery     | March 5  |
| Lorrie Smith       | March 5  |
| Kelly Duncan       | March 6  |
| Joyce Thisse       | March 7  |
| Sherry Hoilman     | March 8  |
| Deborah Huskins    | March 9  |
| Jonathan Smith     | March 9  |
| Ashley Carpenter   | March 11 |
| Sara Powell        | March 14 |
| Roz Kennedy        | March 14 |
| Jessica Autrey     | March 14 |
| Rob Grenell        | March 15 |
| Samuel Steele      | March 16 |
| Deborah Conley     | March 16 |
| Paul Grundstrom    | March 18 |
| Terry Menard       | March 18 |
| Patricia Robinson  | March 18 |
| Beverly Bryant     | March 18 |
| Marcia Geiser      | March 19 |
| Penny Edwards      | March 21 |
| Ashley Grindstaff  | March 21 |
| Velma Sturgill     | March 22 |
| Alden Edwards      | March 22 |
| Doris Munday       | March 22 |
| Susan Strickland   | March 23 |
| Deborah Garland    | March 23 |
| Lisa Doolan-Mickey | March 23 |
| Nancy Webb         | March 25 |
| David Webb         | March 26 |
| Renee Weeks        | March 27 |
| Debra Robinson     | March 28 |
| Sherri Peterson    | March 30 |
| Kiera Mathis       | March 31 |

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