mission

Rooted in the loving ministry of Jesus as healer, we commit ourselves to serving all persons, with special attention to those who are poor and vulnerable. Our Catholic health ministry is dedicated to spiritually centered holistic care, which sustains and improves the health of individuals and communities. We are advocates for a compassionate and just society through our actions and words.

Inside Mediscoop

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By Kelly Brockmeier
Marketing and Communications

St. Vincent’s HealthCare (SVHC) helped Jacksonville kick off the holiday season as the presenting sponsor of the Christmas Tree Lighting at the St. Johns Town Center, Nov. 20.

The day-long event included a huge street festival from 12-9 p.m. Three of our mobile health units were on site and two of them offered visitors free blood pressure, glucose and cholesterol screenings throughout the day. Shoppers also got to tour our mobile mammography unit. Our various services and programs were promoted at two separate booths and Advanced Patient Transportation (APT) served as the event’s first aid station.

Thousands gathered at the mall for the evening festivities that included concerts from two national recording artists. The headliner, Vertical Horizon, performed Christmas classics and some of their hit songs for the crowd.

The evening culminated with the lighting of the Christmas tree. St. Vincent’s HealthCare COO, Gene Miyamoto did the honors along with Santa and Mrs. Claus. A fireworks spectacular followed.

St. Vincent’s HealthCare COO, Gene Miyamoto flipped the switch for the tree lighting along with Santa and Mrs. Claus.
Getting to Know Our Leadership

Q&A with Jane Lanier

Mediscoop offers an opportunity for readers to meet different leaders from across our healthcare system. In this issue, we get to know Jane Lanier.

Q. What is your position and what are your primary responsibilities?
A. Executive Vice President and System Chief Development Officer. Responsibilities focus on providing the resources to sustain St. Vincent’s mission throughout our community. This means involving the community in philanthropic giving to support programs, capital needs, construction and technology at St. Vincent’s, St. Luke’s, St. Catherine Labouré Manor and now, St. Vincent’s Clay.

Q. How long have you been with SVHC?
A. 11 years

Q. What do you like best about your position?
A. The opportunity to bring in new friends and support St. Vincent’s that we may serve others, particularly the poor and vulnerable, as Christ did.

Q. What activities do you enjoy in your free time?
A. Water sports and boating but most of all, playing with my grandchildren.

Q. Do you have one “nugget of wisdom” you’d like to share with our readers?
A. Build relationships, circles of friends and associates, throughout your lifetime and value every person as a child of God. Remember everything we have is a gift from God and be thankful. St. Paul said it best: Rejoice always and never cease praying. Give thanks constantly. This is God’s will for us in Christ Jesus.

Thanks for your leadership and for providing readers an opportunity to get to know you!

Christmas Story

And she (Mary) gave birth to her first-born son and wrapped him in swaddling cloths, and laid him in a manger, because there was no place for them in the inn.

And in that region there were shepherds out in the field, keeping watch over their flock by night. And an angel of the Lord appeared to them, and the glory of the Lord shone around them, and they were filled with fear.

And the angel said to them, “Be not afraid; for behold, I bring you good news of a great joy which will come to all the people; for to you is born this day in the city of David a Savior, who is Christ the Lord. And this will be a sign for you: you will find a babe wrapped in swaddling cloths and lying in a manger.”

And suddenly there was with the angel a multitude of the heavenly host praising God and saying, “Glory to God in the highest, and on earth peace among men with whom he is pleased!”

Luke 2: 7-14
New Year, New Resolutions

Tips for Being Successful

By Jennifer Jones
Associate Health and Wellness

We hear the same resolutions every year: stop smoking, exercise more, lose weight, pay off debt and reduce stress. While these are all great ideas, our goals need to be more specific and measureable for us to be successful. It is estimated that only 40 to 45% of people who make resolutions stick to their goals after six months. As you plan for the New Year, keep in mind that small changes can have a BIG impact on your health.

Steps for being successful with behavior change in 2011:
1. Make a realistic goal that is measureable and involves something that interests you. Example: I will exercise three times per week.
2. Plan and research the best ways for you to achieve this goal before your planned start date. Example: Sign up for a gym membership, map out a walking path in your neighborhood or find a running group before January 1, 2011.
3. Re-evaluate your plan and goals. Are these what you really want to do or are you doing it for someone else?
4. Form a support system. Share your goal with friends and family who might have similar goals and hold each other accountable.
5. No one is perfect. If you slip off course one day, pick up where you left off the next.

As 2011 approaches, remember programs and services offered by the Associate Wellness program. You can join the on-site fitness center, become a Weight Watchers at Work participant or join a group of co-workers for group exercise on the riverfront.

Happy holidays and best wishes in the New Year!

Dr. Lauren Stafford
Featured in Pharmacy Today

SVHC System Clinical Pharmacy Manager

Lauren Stafford, PharmD, BCPS, SVHC System Clinical Pharmacy Manager, was featured in the September issue of Pharmacy Today, Health System Edition 4.

In the feature article, Dr. Stafford shares her history of growing up with a father and grandfather who served as community pharmacists. Although it might have been assumed she would become a pharmacist, Dr. Stafford was resistant to the idea until she was able to experience first-hand the impact pharmacists can make in patient care. In the article, she also reveals her commitment to health-system pharmacy and her passion for her work within St. Vincent’s HealthCare.

Readers can find the entire article by searching Lauren Stafford at www.pharmacytoday.org.
By Kelly Brockmeier
Marketing and Communications

If you thought your Thanksgiving feast was hard to prepare, try cooking for thousands — all at once.

It’s old hat for St. Vincent’s Executive Chef Francois Dormevil and his food and nutrition team. They prepared a staggering amount of turkey dinners for patients, visitors and associates as well as hundreds cooked just for the Meals on Wheels program.

The marketing team visited with Dormevil as he cooked hundreds of pounds of stuffing Nov. 23. He and his team took turns stirring the mixture with a device that resembled a boat oar! Afterwards, Dormevil scooped out hundreds of individual servings that would later feed Meals on Wheels recipients. His sous chef followed by plating individual servings of turkey.

SVHC has teamed up with Meals on Wheels for 17 years to provide free, hot, holiday meals to the less fortunate. Dozens of Gator Taxi/Yellow Cabs line King Street Thanksgiving morning to pick up the meals that not only warm bellies but hearts too. SVHC is grateful for the cabbies who donate their time and gasoline to make sure the meals find their way to the proper homes. Many drivers have been delivering the meals since the partnership started with SVHC nearly two decades ago.

In giving of themselves, the volunteers make it possible for others to have a special reason to be thankful on Thanksgiving.
Cabbies Thank SVHC for Partnership

Mark S. Dunham  
Director of Sales & Marketing  
Northern Florida Transportation Group, LLC

Thank you so very much for allowing our taxi service to be a part of such a wonderful event again this year. We truly feel fortunate to be able to provide our services to the community during the Thanksgiving holiday for Meals on Wheels. I appreciate your efforts in promoting this event and sincerely thank you for sending us the link* to the TV coverage and promoting Gator City Taxi / Yellow Cab.

We look forward to providing our services again next year and for many more years to come. Take care and God Bless you for your efforts!

* Channels 4 and 12 covered the event Thanksgiving morning. You can find great stories and videos about this Mission oriented program by searching Meals on Wheels at: www.news4jax.com and www.firstcoastnews.com.

Giving the Invocation: Creating with Intent

By Tracie Cox  
Pastoral and Vincentian Services

As a Catholic organization, we believe all of us, coming from a variety of faith traditions and working together, are in the healing presence of God. Prayer unites us and strengthens our spirit to achieve our mission of caring for others. Prayer is a natural flow of our identity.

But for many of us, being called on to lead prayer in a group setting such as a meeting or at meal time makes us very uncomfortable and even anxious. While it is natural to feel a little discomfort when leading prayer, with a little training it is a role in which we can all excel.

Several resources for prayer will be coming to our Health System over the next few months including a class called Leading Prayer and Reflection: Seeing God in Our Work. The Mission Integration team will be offering classes throughout the health system to teach you to how to develop and present prayers and in turn allow you to become more comfortable with this powerful role.

Classes will offer a simple four step process which can be used in a pinch as well as resources that can build your personal library of prayers and reflections. Sign up today for one of following sessions, attendance is voluntary but space is limited:

St. Vincent’s Medical Center  
January 18 or 27  
12:10 p.m.  
Spirituality Center

St. Catherine Labouré Manor  
February 16  
11:30 a.m.  
SCLM Chapel

St. Luke’s Hospital  
To be announced
SVHC Among Top Six Companies for 2010 Start! Heart Walk

By Phyllis Appleby
Community Relations

Team Captains at St. Vincent’s and St. Luke’s rallied together to support the 2010 Start! Heart Walk. Together, the SVHC Teams did an awesome job collecting contributions and getting involved in many creative fundraising activities.

SVHC Teams collected nearly $25,000. Out of 95 participating companies, SVHC ranked 6th in total contributions. Great team work!

$1,000+ teams
- Doretha Pickett, 4 West: $2,690. Winner, special drawing for $1,000+ Team Captains
- Evalina Harrison, 4 East: $1,188.

$500+ teams
- Nancy Rozbora, Food and Nutrition Services
- Kimberly D’Addona, Coronary Care Unit
- Sarah Dixon, Nursing Administration
- Alison Curtis, SLH Campus Operations

SVHC teams
- Ramie Epps, Family Medicine
- Isis Smith, SVMC Lab
- Cheryl Bell, Medical Science Education
- Darlene Rafael, SVMC 2 East
- Peggy Puglises, SLH Emergency Dept.
- Caroline Narramore, HR Benefits
- Sarah Holt, SLH 3rd floor
- Randy Hartley, SLH Administration
- Michelle Prunty, SLH Radiology
- Lawrence McKee, SLH Food and Nutrition
- Amber Sinclair Johnston, SVMC Emergency Dept.
- Cricket Olafson, SLH Volunteer Services
- Teresa Stack, SVMC Mail Room
- Robert Williams, SVMC Volunteer Services

Thank you to everyone who supported our efforts. A special thank you goes to our team captains and their teams for their time and efforts that made this year’s walk a huge success. You are the best!

Lawrence McKee, SLH Food and Nutrition, carved this beautiful “Heart WALK” art.

Life Garden Enriches Outreach Ministry

Our ‘Life Garden’ is growing and we are harvesting again! The harvested vegetables from our gardens will assist St. Vincent’s Outreach Ministries share the gift of giving this holiday season. Fresh vegetables grown with love!

We thank all who tend the Life Garden, like Hector Rodriguez (4 center) and his three year old son Nazareth. Rodriguez says, “I try to bring Nazareth with me every two weeks. He’s learning while he’s young that it’s important for everyone to give back. I like sharing this with him – he loves it!”
The St. Vincent’s HealthCare Foundation will host its 30th Anniversary Red Rose Ball Friday, February 11, 2011, at the Jacksonville Marriott at Southpoint.

The glamorous gala features a gourmet dinner and special entertainment from Denny Leroux and His Orchestra. Following dinner, plan to dance the night away to the music of KTG.

Proceeds from the 2011 Red Rose Ball will benefit the pediatric emergency waiting area of St. Vincent’s new Clay County Hospital. Construction on the new hospital will begin next year. Architects from HKS are working with leaders from St. Vincent’s to ensure a warm, comforting child-friendly space for pediatric visitors.

The St. Vincent’s Red Rose Ball is well known for its fantastic live and silent auctions. This year the live auction will feature a trip for four to Paris for one week including airfare and a two bedroom apartment ideally located between “Madeline” and the famous “Champs Elysees.”

The Title Sponsor of the 2011 Red Rose Ball is Wachovia – A Wells Fargo Company. Presenting Sponsors are Bacardi and Premier Beverage.

2011 Red Rose Ball Chairs include:
- Dr. and Mrs. Brett B. Cantrell
- Mr. and Mrs. Lee S. Haramis
- Mr. and Mrs. William R. Howell, II
- Honorary Chairs:
  - Mr. and Mrs. Robert T. Shircliff

Reservations and sponsorships are available by contacting the St. Vincent’s HealthCare Foundation office at 308-7306.
Jacksonville Business Journal Names
Jan Lipsky as an Ultimate HR Executive

Jan Lipsky, SVHC System Vice President Human Resources and Organizational Effectiveness, was recognized by the Jacksonville Business Journal as a 2010 Ultimate HR Executive. In an article published in their October issue, Lipsky discusses her long healthcare-related career and her current role with SVHC.

St. Vincent’s HealthCare Receives Quality and Patient Safety Improvement Award from the Florida Hospital Association

The Florida Hospital Association (FHA) awarded SVHC its Patient Safety Improvement Award for demonstrating a commitment to providing the highest quality and safest care for our patients. Cissy Shanks and Pam Kleinhelter accepted the award on behalf of SVHC. Dr. Phil Perry attended the presentation with Shanks and Kleinhelter.

St. Vincent’s HealthCare was chosen in 2004 as the Alpha site to develop best practices for the elimination of facility-acquired pressure ulcers. Through an innovative four-step process that included the pilot testing and implementation of best practices throughout the facility, St. Vincent’s was able to reduce its rates of pressure ulcers by 71 percent over a five year period.

In 2005, the Alpha site work and implementation toolkit were presented to all 67 acute care facilities of Ascension Health at a Pressure Ulcer Summit. All facilities agreed to adopt the model of care.

The hospital’s work has been featured at an Institute for Healthcare Improvement (IHI) Annual Meeting and is also referenced in the IHI toolkit for the prevention of pressure ulcers. As a result of these presentations, St. Vincent’s was invited to share the innovation with Kaiser Permanente Health System in 2008 and Adventist Health System in 2009. St. Vincent’s continues to work closely with these two hospital systems for the elimination of facility-acquired pressure ulcers.

Cissy Shanks, Dr. Phil Perry and Pam Kleinhelter hold SVHC’s Quality and Patient Safety Improvement Award presented by the FHA.
Passing the Baton of Sharon’s Legacy

Beloved Housekeeper Inspires “Contagious Goodness”

By Catie Jones
Support Services Liaison

When trying to summarize the many amazing stories of compassion and acts of kindness displayed on our hospital floors each and every day, what comes to mind most is “Sharon’s Legacy – Passing the Baton Forward.”

Several weeks ago, one of our dearly loved housekeepers passed away after thirty-nine days of intense leukemic chemotherapy. Her battle was short, swift – and the aggression of her disease took many by surprise. It sparked within us a fire of compassion, kindness, care and commitment in honor of Sharon. As in words shared by the minister at her funeral, “remember her life – pass on her legacy.”

During the early days of her treatment, Sharon was asked to list some of her “favorites” such as hobbies, foods, flowers, music, colors, etc., with the final question being, “In all the world, where’s your most favorite place?” With her head back and her eyes closed she answered, “home.” That response initiated the “Bring Home to Sharon” campaign, sponsored by the St. Vincent’s Environmental Service department’s Brighten Your Day Committee. Weekly, baskets of Sharon’s favorite items were assembled and delivered to her.

An enthusiastic outpouring of care began to flow, a “contagious goodness” which would begin to be passed on to other patients. One such patient had been in the hospital for more than 100 days. The young woman was battling two invasive cancers. Through one of our housekeepers, the patient’s story came across the Brighten Your Day Committee.

The committee learned the patient would be spending her twenty-second birthday at the hospital under intense chemotherapy, thousands of miles from her parents and sister, with only her fiancé nearby – but she was not alone! In a beautiful display of caring, the Brighten Your Day committee rallied to “Bring Home” to the patient for her birthday. Gift baskets filled with the patient’s favorite items were assembled and delivered to her room. Associates aware of the patient’s interests in National Geographic even dressed in their ceremonial dress and sang happy birthday in their own language. With standing room only, all joined to give birthday wishes and prayer. Much love and joy filled that room. Nurses on 3-East noted the patient smiling all day because of the thoughtful gesture.

Inspired associates delight in continuing to pass the “Baton of Sharon’s Legacy” forward as they bring “home” to their patients.

Have You Had Your Payroll Check Up?

By Robin Todd
Financial Accounting

As w-2 time approaches please remember that all w-2’s are mailed to your home address unless you sign up for electronic w-2’s through the “eW2 Portal” on eStubView. Please check your pay stub to make sure the correct address is listed with the proper zip code. Please contact HR if an address change is necessary.

To sign up for electronic w-2’s go to the “eStubView” link on our Intranet home page and click on “Enter eW2 Portal.”

Also check your income tax withholding that you are currently claiming — it is listed on your pay stub. Do you need to make a change for Calendar Year 2011 due to a dependant coming of age, a new dependant or a change in marital status? Contact Human Resources or Payroll to fill out a new w-4 form.

The IRS has discontinued the Earned Income Credit effective 1/1/11. Legislation signed by the President on August 10, 2010 repealed the Advanced Earned Income Tax Credit. The Advanced EITC cannot be claimed after December 31, 2010.
SVHC is on a Journey to Magnet Designation

By Melissa Scott
Nursing Administration

Have you heard SVHC is on a journey to Magnet designation? The American Nurses Credentialing Center’s recognition program recognizes healthcare organizations that provide nursing excellence. Only five percent of hospitals have achieved this prestigious four year designation, which is based on quality indicators and standards of nursing practice.

The origins of the Magnet program date back to the early 80’s during the nursing shortage when it was recognized that certain institutions did not experience the high vacancy rates so prominent at the time. The American Academy of Nursing’s Task Force on Nursing Practice in Hospitals conducted a study of 163 hospitals to identify and describe variables that created an environment that attracted and retained well-qualified nurses who promoted quality patient care. Forty-one of the 163 hospitals were described as “magnet” hospitals because of their ability to attract and retain professional nurses. The characteristics that seem to distinguish “magnet” organizations from others became known as the “Forces of Magnetism.”

Leaders in nursing at SVHC began their Journey in late 2009 by forming committees to work on the 14 forces of Magnetism. Nursing leaders divided the 14 forces between work groups to understand where we were and where we had to go to achieve Magnet status.

Gina McGinn and Melissa Scott were named Magnet Coordinators for SVHC and they formed the Magnet Steering Council comprised of nursing leaders from both campuses. The first goal was to develop the infrastructure needed to achieve Magnet at SVHC.

Most important was creating a means for staff to have a voice in how they delivered care at the patient’s bedside. The original work groups were changed to Shared Governance Councils and include Quality, Research, Practice, Education and Environment of Care. All staff is welcome to attend the meetings including staff outside of nursing to forge bonds and collaborate on providing care to patients.

The second focus was to define the Model for Care at SVHC. The Steering Council selected the model, Relationship Based Care, written by the consultants of Creative Health Care Management. When she read the book, Scott agreed with the committee’s selection. She said, “This is SVHC. Our mission and values go hand-in-hand with this model of care. It is what we are about.”

Our next step is to define how the care is delivered at SVHC. The Shared Governance Councils will help nursing leaders develop and implement changes needed in order to accomplish this vision.

Mediscoop readers can look forward to hearing more about the Journey and Relationship Based Care in future articles.

The Florida Academy of Family Physicians Foundation Recognizes Dr. Lindsey Westberg for Excellence in Residency

By Sonya Dominguez, MD

Dr. Lindsey Westberg, one of our outstanding third year residents, was recently awarded a prestigious national award for excellence in residency. The Florida Academy of Family Physicians Foundation recognized her with their 2010 Exceptional Resident Scholar award for demonstrating outstanding exemplary patient care, intrapersonal relationships, leadership, professional achievement, community involvement and social commitment.

Dr. Westberg is the president of the Florida Academy of Family Physician resident chapter and is active in her community. Dr. Westberg has gone on mission trips to Haiti and will be going to Africa in January to provide medical care. She is also a truly excellent physician and a great member of our St. Vincent’s community.

Congratulations, Dr. Westberg!
St. Vincent’s Medical Center has opened a new Lung Cancer Institute that offers unique treatment, screening and support options for patients and their families.

Lung cancer is typically diagnosed in late stages when the disease has spread to other vital organs. The reason is lung cancer can be largely asymptomatic in its early stages and patients with chronic lung conditions often bounce from doctor to doctor, resulting in delays in diagnosing and treating cancer. The hope is this innovative lung cancer program will eliminate delays and optimize the treatment process.

“Our program features a nurse navigator who walks patients through all of their doctor’s visits to ensure they are not lost in the system. We also have a tumor board where a multidisciplinary group of physicians help chart the course for each patient’s cancer to give them the best chance for survival,” said Cynthia Farah, Director of Cancer Services, St. Vincent’s HealthCare.

The Lung Cancer Institute will also offer at-risk patients a comprehensive screening package at a greatly reduced cost. Individuals who are asymptomatic but have any of the following risk factors may be eligible:
- Family history of lung cancer
- History of smoking
- Secondhand smoke exposure
- Environmental factors, such as workplace gas exposure

“Those who are afflicted with Lung Cancer include non-smokers, ex-smokers, and those who have been unable to quit. Nicotine is cited by dependency specialists as one of the most addictive drugs known to man. Statistics show more and more non-smokers are getting lung cancer and the rates in Jacksonville are higher than the national average,” said Moody Chisholm, CEO of St. Vincent’s HealthCare. Chisholm goes on to say, “St. Vincent’s is making this investment in the program to bring awareness to the disease and save lives.”

Doctors at St. Vincent’s Lung Cancer Institute will be aided by the very latest in lung technology. The i·Logic™ System by superDimension uses GPS-like navigation to help doctors reach lesions deep in the lungs with minimal trauma to patients. Previously patients would have had to undergo full-blown surgery for doctors to retrieve samples of tissue this deep within the lung. With i·Logic™, the procedure is done minimally invasively on an outpatient basis. It allows doctors to diagnose lung disease faster and more accurately, avoiding the need for higher risk procedures.

For more information on St. Vincent’s new Lung Cancer Institute or to make an appointment call 904.308.LUNG (5864).
St. Luke’s and St. Vincent’s Physicians Giving Societies Support Mission

St. Vincent’s Physicians Giving Society Pledges $10K to Food Pantry

By Kathie Ford
Marketing and Communications

It’s easy to understand our physicians are extremely busy tending to patients in their offices and in our hospitals. On any given day, physicians come in early for rounds and surgeries and they are apt to be here late into the evenings checking on their patients before they go home. What isn’t so easily seen is how busy some of them are “behind the scenes.”

The members of St. Luke’s and St. Vincent’s Physicians Giving Societies support the hospitals through their time, creativity and donations in ways that aren’t always known by others. For example, each of these generous physicians has pledged at least $2,000 per year for five years, reflecting a commitment to long-term growth at each hospital. Over the past five years, $1M has been pledged by the combined membership of approximately 130 physicians.

The member physicians on each campus direct all projects to be funded through their society, with each of the numerous projects serving as an extension of the SVHC Mission. At St. Vincent’s most recent steering committee meeting, Dr. Michael Loper suggested they support the ministry of what is affectionately known as “Sister’s Pantry,” noting the hundreds of people it serves throughout the year. The committee recognized the importance of the ministry and the committee pledged $10K for the Vincentian Fund Food Pantry.

Sr. Patricia Nee, Vincentian Coordinator, was thrilled when she learned of the donation and exclaimed, “Ten thousand dollars! What a wonderful surprise and a wonderful gift for the food pantry. There are periods when we cannot keep up with the demand and in spite of the many donations we end the day with some empty shelves. November was one of these months. It was the highest this year with 169 families, 287 adults and 176 children. This was an increase over last November when we helped 140 families.”

Sr. Patricia continued, “This donation from the physicians will give us the means to shop in quantity during the lean months. We have not had to close the food pantry for lack of food but we have had to place limits on the food bags. This gift will help us continue the service of St. Vincent’s to the needy of our community.”

Just a few of the other outstanding projects supported through St. Vincent’s Physicians Giving Society are:

- Nursing scholarships: 50 have been provided over the past five years – 80% of those recipients are still at St. Vincent’s.
- Reach Out and Read: provides new books to children in support of improving literacy.
- Emergency medical trips: sent emergency department registered nurses to Haiti in the aftermath of the earthquake.
- Defibrillators: provided 10 throughout the facility.
- Ultrasound equipment for the emergency department.

Dr. Paul Chappano is the Chair of St. Vincent’s Physicians Giving Society and Dr. Stephen Tunstill chairs St. Luke’s Physicians Giving Society. To see the names and pictures of all the member physicians, stop by the Physicians Giving Society recognition wall in the main hall at St. Luke’s and in the main lobby at St. Vincent’s.

Physicians interested in more information about the Physician Giving Societies may contact Jim Towler, St. Vincent’s HealthCare Foundation, 308-7018. All donations are tax deductible.
Introducing Family Birth Place at St. Vincent’s

By Paula Naugle
Service Excellence

Do you know what kind of patient care is given on the various units throughout St. Vincent’s and St. Luke’s? Mediscoop offers feature articles that provide brief introductions of the units, staff and patients they treat. In this issue, we introduce the Family Birth Place at St. Vincent’s.

The Family Birthplace at St. Vincent’s encompasses many combined units. A vast team of experienced physicians, physician’s assistants, midwives, nurse practitioners, nurses, surgical technicians, unit clerks, lactation consultants and certified childbirth educators are readily available to help families with their birthing experience.

• The Maternity Suites have 17 labor rooms where families come to deliver their bundles of joy. We deliver approximately 1900 babies each year. We also provide outpatient diagnostic testing to check on the status of moms and babies who need a little more attention before it is time to deliver. Occasionally a mom will have some serious enough health issues that the baby needs to be continuously monitored, and these moms stay and receive care in the labor and delivery room for several weeks, or even months before the baby is born.

• Transitional Nursery provides a place where newborn infants can be given a thorough physical exam as they transition into the world, and can also be cared for if Mom does not feel well or needs some rest.

• The Neonatal Intensive Care Unit is a 10 bed level II nursery where we care for sick and preterm infants and their families.

• 4 North is a 21 bed postpartum/ante partum unit where we take care of families after the baby is delivered. We also take care of pregnant moms who need to be hospitalized for any reason before it is time to deliver.

• Seton Center is an outpatient based center where nurses who are board certified lactation consultants provide maternal and newborn follow up care. They average over 3,000 outpatient visits, and do approximately 2,000 phone consults annually. The members of the Seton Center staff also provide a variety of educational opportunities for new parents. This past year in an effort to reduce infant mortality in this community, they provided a Prenatal Program funded by Chartrand Family Foundation Grant and held one Saturday each month at the Schell-Sweet Center on the Edward Waters College campus.

The Leadership Team consists of:

Director: Julie Pickren
Interim Manager: Priscilla Lagmay
Clinical Resource Coordinator: Suzanne Belz
Clinical Coordinator: Toni Herndon

Our department theme is:
Togetherness
Energy and
Attitude
Make a Difference
Our TEAM delivers!
By Paula Naugle
Service Excellence

This time both Service Excellence Legends are recognized for making a huge difference, one patient at a time!

Denise Moroz, an RN on St. Vincent’s 3 ICU, was given a Spirit Card by her peers for recognizing the classic signs of splenic injury in her patient and advocating for additional intervention. Moroz had a young patient who had been admitted to the ICU following a motor vehicle accident. He complained of right shoulder pain and she noticed some changes to his labs. These are classic signs of splenic injury and since there had not been an abdominal CT scan done, she brought it to the attending physician’s attention to have one done immediately. After reviewing the results, it was determined the patient did have a large hematoma on the spleen and a surgeon was immediately consulted. Denise contributes her studying for the CCRN as playing a vital role in recognizing these symptoms and saving a patient’s life.

Comolita Fagan, an RN and Assistant Nurse Manager on St. Vincent’s 4E ICU, was recognized for her dedication and commitment to excellent patient care. Unfortunately, 4E ICU had a patient with a massive brain bleed who was declared clinically brain dead. Naturally, the family had a very difficult time accepting the situation. There were many factors to consider as Fagan did her best to give the family accurate information and provide compassionate support for the family as they slowly accepted the harsh reality of their family member’s diagnosis. Fagan stayed for hours after her shift ended in order to help the family and staff, as well as advocate for Organ Donation. While the patient’s life could not have been saved, Fagan’s determination and guidance helped the family be comfortable with the end of life and organ donation process. From this one patient, six other people received life saving transplants in the patient’s honor.

Thank you both for helping to spread the Mission and Core Values of St. Vincent’s HealthCare!

Dr. Patel is one of few Rheumatologists in the 5-county Northeast Florida area. She is currently accepting new patients at her office conveniently located on the Southside.

She treats a wide array of conditions that include:
- Osteoarthritis
- Joint Inflammation/Swelling
- Inflammatory Arthritis
- Chronic Joint Pain
- Fibromyalgia
- Osteopenia/Osteoporosis
- Gout
- Pseudogout
- Systemic Lupus Erythematosus (SLE)
- Sjogren’s Syndrome
- Suspected Vasculitis
- Scleroderma
- Raynaud’s Phenomenon

Referring physicians and referral coordinators with interest or questions can call: 904.645.6767

Dr. Patel’s Office
3690 St. Johns Bluff Road
Jacksonville, FL 32224
904.645.6767

St. Vincent’s Primary Care is proud to welcome Rheumatologist Asmita Patel, MD, to the St. Vincent’s HealthCare family.
The Speak UP, Speak OUT feature on the Intranet means what it says! Questions, comments and suggestions are welcome from associates at all levels of the organization. Speak UP, Speak OUT increases the chances those communications from you will lead to actions, when appropriate.

When Speak UP, Speak OUT submissions point out something that should be addressed to a wider audience, we will share that in Mediscoop, on the Intranet or in our town meetings. At times, when Speak UP, Speak OUT submissions result in an action or a change on our campuses and facilities, we’ll be sure and use our communications tools to let you know.

We appreciate two recent Speak UP, Speak OUT submissions that will interest many readers:

**PERCEIVED PROBLEM:** Marketing of St. Luke’s

**SUGGESTED SOLUTION:** Yes I know SVMC is the name known on it’s own, but if the institution is hosting an event why not promote the name of the hospital closest to the event? ie - Town Center event says SVMC not St.Lukes.

**RESPONSE** (by Kelly Brockmeier, Marketing Director): The marketing and events happening at both large malls in Jacksonville have promoted the St. Vincent’s HealthCare (SVHC) brand.

The Ladies Night Out event in October and the Christmas Tree Lighting in November (both held at the St. Johns Town Center) were both promoted as SVHC events.

Our large and prominent advertising in the center court of the Avenues Mall promotes our SVHC brand and both hospitals simultaneously.

There are occasions when we market a program at one hospital and not the other. Examples include the prominent billboard on I-95 that promotes quick service at St. Luke’s ED and the new billboards that promote the HealthGrades 5-star Maternity rating for St. Luke’s.

**PERCEIVED PROBLEM:** We have a limited amount of email space. Trying to keep up with all the “unwanted” email is quite hard.

**SUGGESTED SOLUTION:** I suggest setting up email subscriptions for various activities and events for the health system. If you want updates for Weight Watchers or a gold sale or spiritual advice, than subscribe to it.

**RESPONSE** (by Tracy Kovacs, Information Systems Team Leader): After meeting with the Web Team to evaluate requests and determine priorities, I don’t believe there is anything we can do from an Intranet prospective to eliminate these requests as they are received via Outlook using distribution lists. The best way for associates to remove unwanted emails from the Inbox is to create rules to route them to their Deleted Items folder. If you are unsure of how to create rules, check the Outlook FAQ link on the Intranet home page.

If you have a question or concern, please let your voice be heard through Speak UP, Speak OUT, located on the Intranet homepage under Associate Services. Your emails will go directly to the individual leaders in our organization who are best positioned to consider your comment/suggestion and whether it’s appropriate and possible, to take action.

You have the option for your comments to remain anonymous but we have no way to respond to your comments/suggestions if you do not provide us your email address. Keep in mind not all comments/suggestions will be featured in Mediscoop so if you truly want a response please provide your email address.

We hope you will Speak UP, Speak OUT!
St. Vincent’s HealthCare Associates

Make a Difference!

By Cynthia Farah
Oncology Service Line Director

At this time of year, we take time to reflect on our lives and those who enrich our lives. I am thankful for all the associates at St. Vincent’s who make a difference in the lives of those we serve. I am especially proud that our associates readily commit their time, energy and money to help the community, not just those we serve within our hospital/facility walls.

During the Fall of this year, we had two community events to support those diagnosed with cancer. Making Strides Against Breast Cancer is one of the signature events for the American Cancer Society. St. Vincent’s was a major sponsor for the entire First Coast Area. This event is held in three locations on the same day each year – San Marco, Jacksonville Beaches and Clay County. Under the leadership of Lavonne Pappas (IS) and Phyllis Appleby (Community Relations), St. Vincent’s HealthCare had 23 teams participate in these events, raising just over $20,000. Lavonne and Phyllis kept the teams energized with creative ideas for fundraisers and provided information to keep the teams up to date on their goals. Many associates participated as team captains, fundraisers, walkers and as general moral support. We also had several associates manning booths at each location. Family and friends were also included. It was a great sight to see so many representing St. Vincent’s HealthCare, knowing the funds raised would support the needs of breast cancer patients, including research, education, advocacy, and service.

The second event was the Free To Breathe Walk. St. Vincent’s was a major sponsor for this event and the funds raised go to lung cancer research. Wendy Holt, Nurse Navigator, was the team captain for the St. Vincent’s team. Over $300 was raised. This is only the second year for this event in our community and over $100,000 was raised in total. Dr. Paul Ossi, Radiation Oncologist, spoke about St. Vincent’s new Lung Cancer Institute during the opening ceremony. We also had a booth with lots of information available to participants.

Thank you to all the team captains, team members and those who supported the teams. It is always a challenge to decide what activities to participate in but I must say you all outdid yourselves! Those diagnosed with cancer in the Jacksonville community can rest assured they are supported. Thank you again and I hope you have a joyous holiday season.
St. Vincent’s HealthCare has hired Sarath Degala as Vice President of Revenue Cycle. The position is part of a new organizational leadership structure within the system’s finance division.

Degala will be responsible for managing, analyzing, reporting and ensuring proper reimbursement from third party payors for St. Vincent’s HealthCare.

Degala began his career as a Financial Analyst for Orlando Regional Medical Center. He has also worked for Emory Healthcare in Atlanta and with large for-profit systems like Kaiser Permanente and HealthSouth. His Catholic healthcare experience includes work with the Sisters of Saint Francis Health System based in Indiana. Degala’s most recent position was in Philadelphia where he served as the Director of National Revenue Cycle Practice Leader for IMA Consulting.

“It is an exciting time for St. Vincent’s HealthCare. I am extremely honored and blessed to serve in this position. I will be an active participant in each of our hospital’s communities and intend to provide every facility with sound financial direction. My family and I look forward to getting to know the SVHC team and become active members of the local community,” said Degala.

“I am very excited to have Sarath on board as a critical player in the Finance division,” said Mark Doyle, St. Vincent’s HealthCare CFO. He added, “Sarath will be working closely with our finance team to strengthen our Revenue Cycle Management program.”

Degala began work at SVHC Dec. 6.

The recent Associates Arts & Crafts Show at SVMC offered an opportunity for talented associates to make some extra holiday cash as they displayed an abundant selection of great gift items for other associates to buy. This was the largest show yet, with about 50 artistic vendors participating.

Pauline Kahumba creates unique art using butterfly wings sent to her from Africa.

Cookbooks created by the nursing retention committee were sold by Gloria Milan.

**St. Vincent’s Medical Center is proud to be home to Northeast Florida’s first NAPBC (National Accreditation Program for Breast Centers) accredited breast health program.** SVMC is one of only five programs in the state to be awarded the elite designation after a lengthy application process and on-site survey by the NAPBC.

The distinction sets St. Vincent’s comprehensive breast program apart from other centers across the United States.

“St. Vincent’s Medical Center and its affiliated physicians have a long history of delivering quality care to cancer patients. We are proud to be the first program in Northeast Florida to receive the NAPBC distinction. It shows our patients and the community we are committed to providing women the very best care available anywhere,” said William E. Sumner, III, MD, St. Vincent’s Medical Center breast program leader.

The NAPBC was formed in 2005 to improve the quality of care and monitor outcomes of patients with diseases of the breast. For more information visit http://accreditedbreastcenters.org.
St. Vincent’s HealthCare Spirit Cards provide an excellent way to recognize co-workers for going above and beyond the call of duty for a patient, patient’s family or in helping other associates.

If you know someone who should be recognized for going above and beyond the call of duty, you may fill out a Spirit Card on this person through the Intranet or contact Paula Naugle, the Service Excellence Coordinator, at 296-5843. Spirit Cards are available under Associate Services, located at the top right of the Intranet Home page. Please be sure to include the associate’s last name and unit so we may ensure they are properly recognized. The Spirit Card will be sent to the Service Excellence Coordinator, who will send a copy to the associate being recognized and the appropriate manager(s).

SPIRIT CARD RECIPIENTS FOR NOVEMBER

Abraira, Chuck
Adams, Jerome
Aguirre, Leticia
Alipio, Chad
Almazon, Jeff
Alquizar, Celina
Amell, Czarina 2
Anderson, Kim
Ang, Analee
Ang, Cora
Appel, Mark
Arias, Holly
Arnold, Vivian
Arsalla, Helai
Atienza, Rosalie
Bailey, Matt
Bajagilovic, Alma
Baker, Carla
Balcom, Robin 2
Baldasso, Penny
Barnes-Craig, Patti
Barr, Michelle
Barrow, Kimberly
Barry, Matthew
Barton, Patti
Battle, Shakera 2
Beckman, Gary
Beich, James
Bell, Michelle
Berry, Ann
Bess, Jackie
Bessing, Whitney
Billips, Natasha
Bilyard, Mary
Blokpoe, Soreya
Booker, Laquita 2
Borg, Cathi
Boyd, Nathalie
Brantley, Samantha
Brown, Lashuna 2
Brown, Nikki
Brozek, Debra
Buchanan, Lisa
Burleson, Bryan
Burley, Bryan
Burnett, Ericka
Cameron, Elizabeth
Canazon, Jackie 2
Carroll, Pat
Cason, Wendy 4
Castillo, Margie 2
Castleberry, Becky
Caton, Sandra 2
Caudle, James
Chan, Brandi
Chavis, Camielle
Cheever, Melvin
Cherry, Lynn
Chisholm, Moody
Cobb, Zina 2
Coffee, Angel
Cole, Michele
Colleton, Bernetta
Collier, Delva 2
Collins, Craig
Collins, Sherry
Combs, Anita 2
Coney, Monique
Cook, Bob
Cooper, Jamie
Cooper, Terri 2
Couch, Claire
Couliette, Edwina
Cox, Sondra
Crawford, Carter
Crawford, Heather
Crenshaw, Bonnie 3
Crooks, Stacy 2
Crosby, Elizabeth 2
Crosby, Jimmy
Cynthia, SMC Print Shop
Daley, Adair
Daniels, Emma
Daniels, Kirk
Dao, Ray
Davis, Dewayne
Davis, Melody
Davis, Stephen
Davy, Salema
De La Flor, Aura
Degelmann, Tore
Del Mundo, Imelda
DeLCruz, Liza
DeLaFlor, Aura
Demarest, Helene 2
Demartino, Jackie
Deshomes, Dudley
Desser, Julie
Dida, Shana 3
Diduryk, Keith
Dieck, Annette
Dille, Samantha
Dixon, Kendra
Dodd, Arnel
Domondon, Liza
Dr. Anthony Godbolt
Dr. Scott Rice
Driggers, Jamie
Driver, Jamee 2
Drummond, Stephanie 2
Ducett, Deborah
Dueñas, Faye
Dukes, Tina
Dyson, Miranda 2
Ellison, Renota
Encarnacion, Tracy
Epps, Kevin
Fagan, Comolita
Fahey, Marilyn
Fink, Leslie
Flores, May
Flournoy, Cynthia 3
Floyd, Tim
Fogarty, Sheris 3
Forster, Eleanor
Foster, Desiree
Frady, Julie
Frazier, Darlene 3
Fulkman, Edith
Gable, Tina
Gallespie, Nancy
Ganas, Maria
Garabiles, Myrra 2
Garske, Devin
Gary, Latifa
Gaskins, Juliet
Gatlin, Carolyn
Gayle, Jettie
George, Greg
Gerlach, Chris
Giannone, Carole
Gibbs, Lindsey
Gino, Maria
Gladdin, Wendy
Gobble, Lori
Gojkic, Hidajeta
Grant, Jalisa
Greathouse, Elizabeth
Green, Barbie
Greenlee, Suzanne
Gregory, Amanda
Griffin, Catherine
Griffin, Ashley
Groover, Miriam
Guillen, Connie
Hacker, Leonard
Halcob, Christine
Halil, Betty
Hamilton, Elizabeth
Hardin, Monica
Harlow, Meredith
Hartman, Jeff 2
Hauser, Chelsea
Haynes, May
Heller, Beth
Henley, Sherri
Henshaw, Melinda
Hermes, Vicki
Heth, Lisa
Hewitt, Mary
Heymen, David
Hodges, Levada
Holler, Anne
Hoover, Michelle
Hughes, Eileen
Hunnicut, Jeff 4
Hunter, Tyshell
Huxford, Jenny
Hyers, Ruby
Ingram, Kiono
Iosa, Terry
Jackson, Juanita
James, Frances
Jenkins, Linda
Jenkins, Matt
Jimenez-Toro, Tori
Johnson, Donna
Johnson, Jeff
Johnson, Joan 5
Johnson, Patricia
Johnson, Sandra
Jones, Sabrina
Jordan, Veronica 2
Kaufmann, Cindy
Keller, Kristina

By Paula Naugle
Service Excellence Coordinator
Kelley, Randall
Kinney, Susie
Knight, Constance
Koziel, Alasha
Labao, Cheryl
Lackley, April
Lacouture, Jackie
Lagmay, Priscilla 2
Larsen, Sara
Lauramore, Beverly
Lawrence, Jillian
Lee, John
Leger, Lona
Lehman, Christa
Levine, Louise
Lewis, Meredith
Lewis, Steve 2
Liles, Donna
Litchfield, Vicki 2
Livingston, Ebony
Lloyd, Mary
Lott, Deborah
Lucas, Ron
Lynes, Chrissy 2
Macak, Dalibor
Manalo, Rowena
Manalo, Sasha
Manhan, Amy 2
Mann, Barbara
Mann, Lou Ann
Marvel, Teresa
Mason, Brad
Massey, Leah
Mastin, Elan
Matchett, Sheila
Mathews, Elizabeth 2
Mathis, Alecia
Mayo, Mary
Mays, Mildred
McCabe, Judy
McCampbell, Mac
McCarthy, Ari 2
McCann, Sherri
McClure, Micki
McKeen, Millie
McKinney, Mark
McLaughlin, Deborah 2
McLaurin, Jeanelle
McPeters, Bruce
Medina, Justin
Meeks, Carolyn
Megan R (skin prevalence)
Menard, Tammy
Miller, Nicole
Miller-Webb, Dian 2
Mims, Sheila
Molina, Rebecca 2
Moore, Jessica
Moore, Sidney 4
Morrison, Anne 2
Moustard, Alden 2
Nadeau, Karen
Negroni, Enelda
Neil, Audrey
Nethercott, Patrick 2
Newell, Rebecca
Newman, Laura
Nicholas, Edwige
Nicklas, Jill
Nikollo, Roland 2
Nixon, Anthony
Nooney, Noreen
Norris, Odell 2
Norris, Wendi
Norton, Lauren
Norville, Susan
O’Leary, Peggy
Olive, Suzanne
O’Reilly, Bre
Overy, Eli 2
Oxley, Sandy
Pam, SVMC PACU
Pappas, Lavonne
Parham, Samantha
Parkes, Renee 2
Parks, Marquita
Parks, Renee
Parrish, Heather 3
Pearce, Debbie
Pech, Savaren
Perry, Cora 3
Person, Tiffany
Peters, Judy
Petersen, Eric 2
Philip, Mario
Phillips, Elonia 2
Pierce, Debbie 2
Pollock, Juana
Potruzski, Dawn
Prior, David
Rafael, Darlene
Raheem, Shazia
Ramsey, Julie
Ray, Lindsey
Reddick, Beverly
Reynolds, Ethelyn
Rhoden, Jennifer
Richardson, Marcia
Richo, Fannie
Roberts, Amber
Roberts, Stephanie
Robinson, Steven
Rodriguez, Cristina
Ross, Phyllis
Roulhac, Terri 2
Roundtree, Betty
Russ, Laura
Sacayanan, Joy
Salas, Kitty
Salihovic, Behija
Sampadian, Veronica
Samuels, Dave
San Juan, Jennifer
Sanchez, Eymar
Sanchez, Sheri 2
Sands, Leslie
Sapp, Gwen
Saunders, Althea
Sawon, Kuta 2
Schmah, Kathy
Schott, Amber
SCLM 2 South 3-11 Shift
Scott, Robin
Scott, Texie
Searcy, Debbie
Sharma, Angeline
Shaw-Williams, Maria
Sheffield, Pam
Sidbury, Merc
Simeon, Natasha
Sinclair, Melany
SLH 3 West Night Crew
SLH 4 North
SLH 4 South
SLH Laboratory Associates
Smajic, Remzija
Smar, Gloria
Smart, Boye
Smart, Jackie 2
Smith, Isis
Smith, Jennifer
Sobers, Rashell
Sokol, Teresa 2
Solonskyi, Tatyna 2
Spann, Carolyn
St. John, Merlene 3
Stack, Teresa 2
Steele, Pam
Stephens, Kelly
Stephens, Latesh
Stephens, Tess
Stockdale, Sarah
Stokes, Amanda
Stone, Amanda
Stone, Rosemary 2
Suggs, Antron
SVMC 4 East Staff
SVMC 5 West
SVMC OR
SVMC PACU
SVMC PAT 2
SVMC PICC Team 2
SVMC PreOp Holding
SVMC Print Shop
SVMC Respiratory Therapy Dept.
SVMC SCU
Swartz, Tanya
Sweat, Angie
Swogger, Dan
Szabados, Amanda
Taylor, Carol
Taylor, Kathy
Taylor, Sharon
Terry, Shalanda
Thacker, Patty
Thomas, Melissa
Thompson, Diane 2
Thornton, Jeannie
Tillery, Marilyn
Todd, Angela
Torio, Lena
Traylor, Kelly
Turney, Jane
Ujano, Anne
Uygonco, Milaluna
Valencia, Remy
Vann, Cordelia 2
Vaughn, Marva
Vida, Teri
Villamor, Mayya
Villanova, Sara
Viray, Daphne
Walsh, Kelly 2
Washington, Sharon
Watkins, Christine 2
Watson, Mylene
Weatherford, Elizabeth
Webb, Cindy 3
Welsh, Colleen
West, Tyre
Whitaker, Adria
Whitaker, Judy
Whitfield, Lisa
Wilcox, Courtney
Wilkinson, Lucia
Williams, Carol
Williams, Cathy
Williams, Natese
Wilson, Theresa
Winters, Debra
Yarns, Mary
Young-Dickerson, Jennifer
Zamora, Jason
Zaragoza, Tessie
Zumwalde, Susan
CLASSIFIEDS

Ads may be placed by associates, physicians and their staff, volunteers and family members. Ads must be for personally owned items; ads for businesses will not be accepted. Ads will run for one monthly issue.

ELECTRONICS / MISCELLANEOUS


Frigidaire window A/C. Excellent condition. Only used a few times. Paid $225, asking $90. Call Lisa, 446-5050.


FURNITURE


Living room and dining room set: Includes sofa, loveseat, chair, ottoman, glass coffee, and end tables with lamps to match. Glass dining room table with four chairs. Call 725-5766.

Solid light oak dining room set w/china cabinet. Table: 8’1” x 3’6”, china cabinet: 6’. $1,800.00 OBO. Call Edith, 219-2105.

VEHICLES / MOTORCYCLES / MOTORHOMES / BOATS / YARD EQUIPMENT / ACCESSORIES

Four 22fl chrome rims and tires. Tires slightly used. All for $1,000 OBO. Pictures available. Call Heather, 335-7295.

WANTED

Looking for roommate to share Riverside condo. 2BR / 2BA condo with great amenities: laundry in unit, reserved garage parking, balcony, roof deck, private bathroom. Walking distance to Publix and shops in Riverside. Rent $700 (includes utilities). No Smoking / No Pets. Contact mctunst@gmail.com.

St. Vincent’s offers training in five medical disciplines and readers are encouraged to call for more information:

- Computed Tomography 308-8567
- Diagnostic Medical Sonography 308-8272
- Nuclear Medicine Technology 308-8484
- Medical Technology 308-3817
- Radiologic Technology 308-8552

The SVHC Values Line is available 24 hours a day, 7 days a week to report concerns you might have. Call 1-800-707-2198.

St. Vincent’s proudly supports Memories of Love, which helps families who have a parent facing a life-threatening illness and young children (ages 16 and under). The entire immediate family is sent to Orlando for a fun-filled respite that creates joyful, lasting and loving memories. The trip includes theme park tickets, hotel accommodations, discounted meals and $200 for travel and incidentals. Approval is not based on income and the application process is easy. For more information, or to apply, call (904) 596-2789 or (800)625-1566, or visit their website, www.memoriesoflove.org.

Quotations of St. Elizabeth Ann Bayley Seton

“This union of my soul with God is my wealth in poverty and joy in deepest affliction.”

Mediscoop is published monthly for associates, physicians, volunteers and friends of St. Vincent’s HealthCare. Please submit articles and ideas for articles via interoffice mail to Marketing and Communications, email to mediscoop@jaxhealth.com, or fax to 308-7941. Submissions must be received by noon, Dec. 3, for the next publication.

St. Vincent’s Healthcare

Ascension Health

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