



IMAGES

Radiology Department Newsletter

November/December
2012

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Radiology Services Week was observed
on November 4 – 10, 2012.

“Images” is the Radiology department’s bi-monthly newsletter. It focuses on departmental events, professional development, messages from the Chairman, Director and Operations Manager, patient safety tips, quality improvement and employee spotlights. Please enjoy this publication and use it as a forum to promote the great work happening in our department!

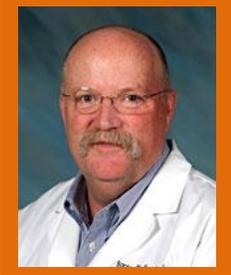


Department Spotlight:

Francine Murray, R.T. (R) (M)

Francine Murray has almost 30 years of combined experience in the field of Radiology, 20 of them being in the field of Women’s imaging. Francine brings expertise, compassion and a calming continuity of care for patients and physicians alike. In her new role as breast imaging navigator she will interface with the multi-disciplinary breast health team and assist with the coordination of all aspects of screening mammography, diagnostic imaging, interventional breast procedures, clinical evaluation, support services, and education of women receiving services at the Shands Jacksonville Breast Health Center as well as Emerson Advance Imaging Center. Francine not only has many years of experience in the field of Radiology but she has also over 10 years of sales and management experience in the industry of real estate which makes her an incredibly well-rounded asset to the Women’s Imaging team as well as the department of Radiology. Francine is not only a graduate of Emory University School of Radiologic Technology but additionally holds training as a real estate broker as well as other multiple leadership training courses.

“I believe my goal is to coordinate, communicate and facilitate an excellent connection between our patients, staff, physicians and multi-disciplinary team in a caring, professional atmosphere.”~ Francine Murray, R.T. (R) (M)



CHAIRMAN'S CORNER

Barry McCook, MD

This is the last newsletter of the year and I'm at a loss for words, as hard as that is for most of you to believe. In lieu of using one of my old columns I'd like to recap some of the issues that I covered throughout the year. We welcomed six new faculty members to our department. We introduced five fantastic first year residents that joined an already stellar group. We wrote about the installation of the new Avanto MRI and Hologic Mammography equipment.

We boasted about the fact that we are the only experts in tomosynthesis in North Florida and talked about the teamwork necessary for the installation of the electronic medical record. If one looks back over the year we certainly have a lot to be proud of. While we should always be looking forward do not forget to reflect on the past to see how far we've come. Thank you for all of your hard work and efforts in making our department a success.



CUDA'S CORNER

Kevin Cuda, MHA, FACHE

At Shands Jacksonville we expect all employees to consistently demonstrate four **CORE BEHAVIORS**:

- 1) Customer Focus:** to understand and satisfy customer needs. Customers include patients and their families, guests, medical staff, and co-workers.
- 2) Teamwork:** to work cooperatively with others to achieve agreed upon goals.
- 3) Solution-Orientation:** to identify and act on opportunities to make things better in a workplace where change is ongoing.
- 4) Developing Self and Others:** To actively expand knowledge and skills to thrive professionally and contribute to the success of the organization.



A Message from the Operations Manager

Janet Graves, RT(R)

END OF ANOTHER YEAR

The new year is right around the corner and as always we have lots of exciting challenges.

There has been much energy spent on the Radiant build and testing, very soon the training will begin.

I want to thank each of you for your hard work and dedication to serving our customers.

Wishing you a happy and safe holiday season.

Hand Hygiene

Infection Control in the hospital setting refers to policies and procedures that are put into place to minimize the spreading of infections from human to human contact, infected surfaces, airborne transmission, or droplet transmission. The Radiology department has its very own infection control policy (#IC-02-027), which encompasses the hospital standard precautions and infection control policies. The number one way to prevent the spread of germs from patient to patient or caregiver to patient is hand hygiene.

Hand-washing is easy to do and can help prevent up to 40% of hospital acquired infections. When soap isn't readily available, the alcohol-based foam hand sanitizer is extremely effective in killing hospital germs. In addition to standard precautions, more information on the proper attire for caring for isolation patients can be found in the hospital policy Isolation Precaution (#IC-01-001).



The Rita Tournament 2012

The 7th Annual Champions for Charity golf tournament for the RITA (Research Is The Answer) Foundation took place on the 22nd of October at San Jose Country Club and was quite the success again this year. Thanks to the RITA committee, UF office of development as well as all the volunteers from the department of Radiology for all of your hard work. There were 18 foursomes this year who joined us to tee up on the green in addition to other non-playing corporate donors. The tournament proceeds exceeded \$100,000 again this year, bringing all of those funds right back to the department of Radiology here at Shands hospital for Women's Imaging. Thanks again, go out to some of our loyal corporate sponsors such as Lexus of Jacksonville, Morrison and Crothall, Iron Mountain, Perry McCall, Jax Greyhound racing, and Bank of America just to name a few.

A special thank you for all those who donated food and beverage items for the party cart raffle item at this year's tournament, your donations were very much appreciated on behalf of the department of Radiology!

Staff Spotlight: Christopher Gandia & Jose Hernandez Veteran's Day Ceremony 2012



NAVY:
Christopher Gandia,
Corpsman,
Hospitalman
3rd Class
(E-4)

AIR FORCE:
Jose Hernandez,
F-15 Tactical
Aircraft Maintenance
Crew Chief, Senior
Airman (E-4).
Currently serving in
the Florida Air
National Guard.





November Employee of the Month:

**Jeanne Cecere, R.T.,(R)(MR)
MRI, Emerson Imaging Center**

Jeannie always sets an example in demonstrating concern for patients. Most recently Jeannie stayed 1 ½ hours after her shift was over to wait with a patient for public transportation.

This patient was not even one of Jeannie's patients...She noticed her on the way to her car, a patient in a wheelchair was sitting alone under the awning in front of the building. Jeannie asked her if she was waiting for someone. Once the patient said she was waiting for transportation, Jeannie took it upon herself to call JTA to troubleshoot, and then wait with her.



December Employee of the Month:

**Victoria Ferguson, R.T. (R)
Fluoroscopy, Clinical Center**

Victoria was instrumental in assisting the Radiologist with making the necessary barium substitution. She shared her ideas which were used during the barium shortage so that exams could be performed.

Also, Victoria is appreciated for scheduling a weekend swallow study. She was very proactive in confirming this procedure via e-mail, days before the Saturday 8:30am appointment; as it is more difficult to schedule fluoro studies on the weekend, due to such a small staff of technologist and radiologists.

Victoria was told "It is always a pleasure working with you. Thank you. You are always so accommodating and treat our patients with the utmost respect and care!!"

New Employees

Please welcome our new employees to the department:

Jennifer Harper, RN Interventional Radiology
Mikhail Voyevodskiy, RT Diagnostic
Lillian Ritz, RT Diagnostic
Patricia Dombroski, RT Quality Improvement Coordinator
Whitney Villanueva, RT Interventional Radiology
Shamika Walker, Financial Representative
Theresa Rose, Financial Representative

A First for Shands Jacksonville



Believe it or not, there was a time in radiology where nurses were not part of the Interventional Radiology team. For many years now nursing has played a vital role in patient care, but the supervisor of this area has traditionally been a registered technologist.

Please join us in congratulating Erin Jurgens, RN whose compassion, clinical expertise, and leadership skills will aid in creating a team environment where patient centered care will continue to be the focus. Erin provides support for a group of registered technologist, registered nurses, and practitioners.

Erin graduated nursing school in 2004 from Florida State College at Jacksonville (FSCJ); and began her career as a nurse in the Emergency Room, where she worked as a staff nurse for 4 years. Erin left the ER to work in the GI Lab at Baptist Medical Center Downtown, where she worked about 1 year. She then moved to Shands-Jacksonville, Special Procedures (Interventional Radiology (IR)) as a staff RN, and have been with IR for 4 years this January. Erin worked her way up to charge nurse after 1 year, and was promoted to Assistant Nurse Manager in June 2012. She now looks forward to taking on the new role of Supervisor for IR and appreciates the opportunity!

Patient Safety Tip of the Month: Distraction Free Zone

When you have contact with a patient, whether it is on the phone scheduling, at the front desk registering or performing the exam, create a distraction free zone.

Distractions cause employees to make mistakes and can make the customer feel unimportant.

The UF & Shands Community Giving Campaign 2012

The annual giving campaign took place this year in the month of October and did very well considering it was shortened with a few less events as not to impact heavily in conjunction with another EPIC roll out November 1st. This year there were many winners and there was still a very respectable amount raised for United Way and Community Health Charities.

Thank you to all who not only gave this year but who participated in the fundraisers again this year your support is very much appreciated!

	Dollars Raised	Participants
Pledge Drive TOTAL	\$150,379.38	387
<i>Shands</i>	<i>\$87,889.26</i>	<i>220</i>
<i>UF</i>	<i>\$62,490.12</i>	<i>167</i>
BBQ	\$886.95	
Basket Competition	\$21,019.00	
Leadership Circle Dollars	\$118,995.18	103
Total Dollars Raised	\$172,285.33	

Congratulations to all our raffle winners from the Community Giving Campaign! We greatly appreciate your support.



UF Administrator
Heidi M. Weschler

Relax! Easy Ways to Reduce Holiday Stress

The holiday season is supposed to be joyful and merry — and that can be stressful. The holidays can bring some extra stress — but there are ways to manage that stress. Here are a few tips to help you relax and enjoy the holidays.

- ❖ **Create a game plan.** A little time spent organizing can be a big time-saver later. Make a list of what you need to buy and set a realistic deadline for buying the items. Try to shop ahead of time, before things are picked over and you're under pressure. If you'll be cooking, plan your menu. Think whether some items could be prepared ahead and frozen or refrigerated. Having guests? Ask them to bring a dish to cut down on your work.
- ❖ **Make a budget and stick to it.** Money is one of the major stressors during the holidays. Don't dig yourself into a hole by overspending. A thoughtful gift doesn't have to be expensive. If money is tight, suggest a family gift exchange with an accepted spending limit.
- ❖ **Accept reality.** Guests may arrive late. Your mother may get on your nerves. The turkey may be dry. Real life isn't a holiday special. Don't expect perfect decorations, a perfect meal or perfect people. Relax, go with the flow and enjoy what you have.
- ❖ **Beware of unhealthy stress relievers.** Holiday stress causes some people to fall into bad habits such as smoking, drinking or eating too much. Think about any unhealthy habits you're prone to and think about better ways to handle the stress. For example, if you've quit smoking, talk with another family member who doesn't smoke to give you support if tobacco is around.
- ❖ **Create new traditions.** Stressed out by the usual festivities? Try something different. Instead of cooking a huge meal on your own, make it a potluck. Ask adults to bring gag gifts or have a "white elephant" or used book gift exchange. Attend a local holiday concert, walk the neighborhood to look at holiday lights or go sledding. Looking to bring the true meaning of the holidays in to perspective? Try volunteering. You can include your children in volunteer activities, too.
- ❖ **Make time for your health.** In the holiday rush, don't let your well-being fall by the wayside. Try to stay on your normal sleep schedule and get regular exercise. If you can't find a 30-minute chunk of time for exercise, break it up into three 10-minute sessions spread through the day. Be sure to talk with your doctor if you're increasing your activity level.
- ❖ **Give yourself a break.** In the midst of doing things for others, it's easy to forget to take care of ourselves. If you feel stress building up, get away for a few minutes. Find a quiet corner and do some deep breathing, listen to calming music or just sit. Or throw on a coat and slip outside for a walk.
- ❖ **Be proactive.** Think about what has been most stressful for you this holiday season. Then make proactive plans for what you will do differently for the next holiday season.
- ❖ **Enjoy!** The holidays are supposed to be a time of joy and togetherness. In the flurry of the holidays, we sometimes forget what we're celebrating. Remember to savor the time with people you love.

Radiant

Go-live
Friday, March 1, 2013

Radiant training for staff members that have been identified as Super Users will begin December 5, 2012 and End User training will begin January 7, 2013. Please get with your supervisor for your scheduled date and time.

If you have any questions or concerns regarding Radiant, please contact one of our Certified Trainers: Shanna Dame, Kim Haines, Theresa Clark, Erin Jurgens, Candiss DeJesus, or Loretta Brown-Wilson.



November & December Key Award Winners

Shayla Sindab
LaTonya Harris
Hassan Abdul-Hakim
Millie Meshberger
Jessica Fraser
Jeanne Cecere
Tambrey Hadaway
Seanda Hines
Joyce Jarrell
Tonya Roberts
Victoria Ferguson

Dr. Kyle Hayden
Erick Perez
Toby Searcy
Kelly Dorsey
Debbie Hinson-McCall
Francine Murray
Aimee White
Monica Marzucca
Marc Roberts
Andrea Jones
Cynthia Butler

BIRTHDAYS



Happy Birthday to Everyone
Born in November & December

Topaz is the Birthstone , and the
Chrysanthemum is the Flower for
the Month of November.

Thanksgiving is celebrated the
3rd Thursday of the Month.

Turquoise and Zircon are the
Birthstones for December.

Holly, Narcissus, and Poinsettia
are the flowers for the Month of
December.

The Winter Seasons begins on
December 21st.

Happy Holidays & A Prosperous
New 2013 Year!!

What's Your Promise?

*"I promise to...work diligently to
maintain the integrity of the charges
billed for the services we provide to
our patients."*

Denise Ashe
Revenue Cycle Analyst, Revenue
Integrity, Shands Jacksonville

Newsletter Submissions

If you would like to submit something to the January/February issue, please email Lynn Cadwell-Gordon your topic by January 4th. Article submission must be completed by January 25th to be included in the January/February issue. All topics and articles are reviewed for publication by Dr. McCook, Kevin Cuda and Janet Graves prior to distribution.