



Volunteer Update

A Newsletter from *Friends of Strong Memorial Hospital*
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Remembering our Louise

As you might have heard, on October 1 we at Friends of Strong lost a great director, friend and colleague, Louise Criticos.

Truly an icon at URM, Louise managed thousands of hospital volunteers—from high schoolers to retirees. She was absolutely instrumental in steering a number of important initiatives that have lent our medical center its distinctly warm personality.

For years, for instance, Louise oversaw the hospital's main lobby and waiting areas (including its redesign in 2010), the information desk, ambassadors and the new patient and family "Information Station" (which connects families to e-mail and work, so they can "be in two places at once" while accompanying a hospitalized loved one).

Louise supervised Strong's specialty and gift shops, our patient discharge process, our flower delivery program, and a number of important annual fundraisers (an annual wine-tasting, this year's new beer tasting, and the River Run/Walk event each spring) which together raise more than \$800,000 each year for our patient care programs. Ever innovating, Louise helped introduce our pet therapy program, which has put many smiles on patients' and visitors' faces. For the past several years, she also deftly coordinated our Red Cross blood drives—simply vital to our community's health. Even URM's on-site Finger Lakes Coffee Roasters kiosks—the coffee so many of us drink every day—routinely share a portion of profits back with Friends of Strong, thanks to Louise's encouragement.

Louise is fondly remembered as a leader, confidant, friend, mentor, nurturer, and guru of volunteerism. Already we are telling stories of her legacy, and her ability to build her team and shine the

spotlight on others. She loved what she did here — this was and is vastly apparent.

Part of the URM community for 25 years, Louise was cherished by many, and will be sorely missed. As we remember Louise, we offer our sympathy, thoughts, and support to those who loved her and were loved by her.



Important Reminder About Flu Vaccination!

This year, New York State is **requiring** that ALL volunteers complete one of the following **actions** **no later than Friday, November 15th, 2013:**

Receive a free flu vaccine through our hospital program. Please note that this year, by law, ***all unvaccinated volunteers, students, and health care staff will need to wear masks*** at the point the New York State health commissioner declares it to be "active flu season." This is a new measure to protect our patients and each other.

OR

File a Vaccination Status Form if you were vaccinated somewhere other than one of Occupational Medicine's designated clinics, or if you are declining the flu vaccine for any reason. Available from the FOS receptionist, this paperwork will allow you to state that you were vaccinated elsewhere during the 2013-2014 flu season (in which case you will be required to leave a copy of your 'proof of vaccine' paperwork with the receptionist at FOS). If you do not intend to receive flu vaccine at all this season, it asks that you indicate a reason why. If you have a medical contraindication to vaccine, as defined on the form, you'll be required to provide written documentation from your physician.

Hettie Shumway Award

The Hettie Shumway Award is given to a volunteer who provides significant and unfailing service, is an effective role model for other volunteers and demonstrates loyalty to the hospital. It is named for Hettie Shumway, a leadership volunteer who served for many years at Strong Memorial Hospital. This year's recipient is **Rose Faucette**.

Rose is a very dedicated volunteer in our Family Waiting Room. She began volunteering several years ago after losing her husband of 44 years. She has one son, William, Jr.

Rose always greet families waiting for loved ones in surgery with a warm and friendly smile. She does everything to make sure they are comfortable during what can be a very stressful situation. She makes sure family members are kept informed while waiting.

Rose has been a wonderful addition to Friends of Strong and the Family Waiting Room. We are blessed to have her. Thank you, Rose, for your dedication to our patients and families at Strong!

Elizabeth Crozier Award

The Elizabeth Crozier Award is presented in recognition of outstanding, long-term service to Friends of Strong and Strong Memorial Hospital. It is named in memory of Elizabeth (Bess) Crozier who was an employee at Strong and a volunteer for many years. This year we have two well-deserving recipients, **Judy Raymond and Ed Yantz**.

Judy Raymond recently retired from three different volunteer positions at Friends of Strong. In 1998, she began her volunteering as "Bumpkin" a Greasepaint Alley Clown visiting patients in the Golisano Children's Hospital. She brought laughter and smiles to many patients and families over the years. In 2005, she started a second volunteer position in the NICU volunteer program holding babies, folding laundry, providing pillows to parents or ice water to staff. In 2006, she started volunteering in the Sibling Care Watch offering parents of NICU patients a place to leave their other children so they can be with their baby on the unit.

Ed Yantz also recently retired from several volunteer positions at Friends. In 1998, he began volunteering in Child Life and an Inpatient Pediatric volunteer providing activities, comfort, supervision, and companionship for hospitalized children,

birth to 18, in the playrooms, recreation room, and at bedside. He also volunteered for a while in patient discharge, helping out when patients were released from their hospital stay and delivering flowers.

Both Judy and Ed were invaluable volunteers to our patients, their families and staff at Strong. Thank you for the many years devoted to serving patients, both big and small!

Volunteer Supervisor Award

The Volunteer Supervisor Award is presented to a Strong Memorial Hospital (SMH) staff member who has supervised volunteers for at least 2 years. This person is selected for his/her exceptional skills in training, recognizing and including volunteers as a member of the "team." This individual will have an excellent volunteer program, which benefits patients and their families at SMH.

This year's Volunteer Supervisor Award recipient is **Jim Chambers**, Nurse Manager for the Ambulatory Endoscopy Center (AC4) in Gastroenterology. This summer was the first time that the staff on AC4 has hosted a group of volunteers. Jim and his team stepped up to the plate when FOS was in need of creating new and exciting Patient and Family Centered Care positions for our Summer High School Program. Taking on approximately 30 volunteers between AC4 and GI at Sawgrass for 10 weeks was a HUGE success for volunteers, staff and patients alike!

It is obvious after working with Jim that he has a passion for his patients and their families. In his 19 years as a nurse, many of them in a leadership role, he has always stressed the importance of compassion when caring for patients and their families in a critical care setting. His genuine concern for families (and for his volunteers) and his understanding of how impressionable families and volunteers are most certainly contributed to his success with the Summer High School Program.

Sadly for us at the Friends of Strong, and our volunteers, Jim will be leaving his current role this fall to join the eRecord team at Corporate Woods. There he will utilize his knowledge and skills to ensure a smooth transition with the eRecord anesthesia program both here at SMH and at Highland Hospital. How fortunate for them to be gaining such a wealth of clinical knowledge and a champion of compassionate care for patients and families.....and what a lasting impression he leaves with all of us here at the Friends of Strong. Thank you, Jim!

Evening/Weekend Award

The Evening/Weekend award is presented in recognition of outstanding service to Friends of Strong and Strong Memorial Hospital in the evening and/or weekends. Our evening/weekend volunteers frequently have full-time jobs, so they have to really want to dedicate a few hours a week to volunteer. This year's award recipient is **Barbara Kundrat**.

Barbara volunteers weekly as a Patient Advocate on the birthing units after a full day at her job. She visits with patient families giving them the opportunity to verbalize positive aspects of their patient's hospital stay along with concerns and suggestions. She provides immediate follow-up on all patient (and family) concerns and attempts to resolve potential problems prior to the patient's discharge. Her positive energy and enthusiasm is welcomed by everyone!

Friends of Strong is fortunate to have such a committed volunteer like Barbara volunteer. She has been an absolute joy to have in our Patient Advocate Program!

Student Award

The Student Volunteer Award is presented in recognition of outstanding service to the Friends of Strong while enrolled as a full time college student. Student volunteers are typically carrying a full course load and volunteer on average 3-4 hours per week.

Matthew LeVassuer is our first recipient of the student volunteer award. He is a hospitality volunteer in the Emergency Department where he makes the ED experience for patients and family members more positive upon their arrival and throughout their wait. He provides comforts, escorting/wayfinding, and helps reduce anxiety and stress for patients and families.

Matthew is a senior at the University of Rochester, majoring in biomedical engineering. In addition to volunteering, Matthew is a research assistant in Dr. Greg Gdowski's lab and a teaching assistant for Organic Chemistry. Upon graduation, Matthew plans to go to medical school to become an orthopedic surgeon.

Thank you, Matt, for being an inspirational volunteer and helping both patients and families in the ED during a stressful time!

PFCC Award

The first recipient of the 2013 PFCC Award will be the SMH Emergency Department's Hospitality/ Guide Volunteer Program.

This honor acknowledges FOS volunteers who, as a group, successfully meet the highest and most consistent level of service in order to accomplish the Hospital's goal of Patient- and Family-Centered Care.

These are:

- Educate, support and encourage patients and their families to be involved in all aspects of their care throughout the continuum.
- Turn to patients to define 'their family' so we may initiate a partnership in care.
- Be sensitive to the preferences, beliefs and diversity of each patient and their family.
- Listen to and value patients and their families' input every time, being attentive to their individual needs and wants.
- Communicate with our patients and their families in a clear, timely manner, and openly share all pertinent information.
- Always treat our patients and their families with compassion, dignity and respect.

Mary Pat Callahan is new to the health care field having just joined URMC in January of this year. She previously spent her career as an industrial engineer at a large local employer. Mary Pat is thrilled to be a part of the Ambassador, ED and Friends of Strong Teams where programs like the ED volunteers make all the difference in the world to patients and their loved ones. "The presence and enthusiasm of the volunteers working with the Ambassadors make patient- and family-centered care a reality in the ED."

Bridget Casselman is a senior social worker in the emergency department. Bridget has been at Strong in her current position for 3 and 1/2 years. Before joining the Emergency Department, Bridget was a medical social worker for 20 years with both inpatients as well care management. Bridget loves the ED and enjoys working with staff and volunteers.

An Ambassador at the hospital's Information Desk, **Frank Guido** has been with the Medical Center since 1999. A native (of the great state of) New Jersey, he lives in the Monroe and Oxford neighborhood, having moved to Rochester in 1980 directly from school in Philadelphia, PA.

What's Inside

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Dove Award

The Dove Award recipient is chosen from names submitted by volunteers and supervisors of volunteers. A committee made up of volunteers reviews the submissions and chooses a winner. In order to receive this award, the individual selected must have been volunteering for at least 3 years. Recipients traditionally perform quietly, unobtrusive and often “go the extra mile.” This year’s recipient is **Richard Perez**.

Richard volunteers his time in multiple settings throughout the various phases of transplant patient care including ambulatory, inpatient and community setting. In 2003, he was the recipient of a liver transplant at Strong and has volunteered ever since sharing his experience with other patients. He has the perspective of someone who has been through a transplant and not

only survived but thrived. He works with patients pre- and post- surgery providing emotional support and encouragement during difficult times.

Richard is always thinking of others and offering his help to patients, families and the volunteer program. His kindness, loyalty and strength benefit patients healing from transplants.

Just a Reminder ...



Friends of Strong will be closed for the Thanksgiving holiday on Thursday, November 28 and Friday, November 29.

