

April 2009

COMING SOON

New “Information Station” caters to patients, families

FUNDED BY FRIENDS OF STRONG, A NEW INFORMATION STATION OPENING LATER THIS SPRING WILL PROVIDE URMIC PATIENTS AND THEIR FAMILIES WITH ACCESS TO CUTTING-EDGE TECHNOLOGY RESOURCES.

The Information Station will offer six computer workstations (equipped with Microsoft Office applications and internet access), internal telephones, plus a printer, copier and fax machine, all at no charge to the user. Together, these tools allow patients and their families to stay connected to work and home, research and understand health conditions, find local amenities within the hospital and around town, and even access Caring Bridge (a Web journal service that allows patients to keep friends and relatives updated on their stay).

“When someone is hospitalized, both they and their loved ones can become easily overwhelmed by the experience,” said Sandy Arbasak, administrator of Ambassador and Guest Services. “One of our biggest motivations for creating this space is that it gives us an unprecedented opportunity to help patients, their families, and their friends stay in touch.”

The space also will function as a virtual library and is outfitted with a large, wall-mounted computer screen that gives users a real-time glimpse of the reference desk at URMIC’s Edward G. Miner Library. Should they want to learn more about a condition, treatment, or health service in the Rochester area, users can dial the librarian at the desk to have their questions answered. If necessary, the librarian even can take remote control of the user’s computer, steering him or her toward helpful resources.

“When searching for health information



on the Web, so many people don’t know how to distinguish reliable resources from less-trustworthy ones,” said Julia Sollenberger, an associate vice president for URMIC and director of URMIC’s Health Science Libraries. “The resources highlighted on the Information Station computers are of the highest quality, handpicked by medical librarians specifically for our patients. And the instant availability of a ‘virtual’ librarian is a bonus; they’re literally standing ready to help users find just what they need.”

Especially helpful for out of town visitors, the Information Station computers feature a “dashboard” of options that puts key conveniences in clear site — including a list of hospital guest services (e.g., on-site post office, bank, gift shops, coffee carts and ATMs), parking payment information, Medical Center maps, and even a hotel directory.

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The Information Station is still being readied for its formal launch in the coming weeks. Once open, patients and visiting family members interested in using it should stop by the Information Desk in the main lobby and give their name and/or the name of the patient they are visiting. Once approved, their name will be added to the list of appropriate users, and they will receive a key to access the suite (visitors will be asked to return the key when finished).

Located just across from the gift shop in the lobby (1-1328), the Information Station will be open weekdays between 7 a.m and 7 p.m. (after-hours access can be granted upon request). For more information on the new Information Station, please contact Sandy Arbasak (Sandra_Arbasak@urmc.rochester.edu) or Julia Sollenberger (Julia_Sollenberger@urmc.rochester.edu).

The power to conquer germs is in our hands

New respiratory hygiene stations to be installed at the Medical Center

SOON, SEVEN “RESPIRATORY HYGIENE STATIONS” WILL BE INSTALLED AT MAIN MEDICAL CENTER ENTRANCES, AS WELL AS IN SELECT LOCATIONS IN THE HOSPITAL’S ACUTE CARE AND AMBULATORY CARE SETTINGS.

Together with banners that will hang in prominent areas — reminding all that “Clean Hands Save Lives” — these new hygiene stations aim to boost patients’ and visitors’ awareness of the nearly 150 strains of bacteria that, at any given time, are living on a healthy human’s hands.

Stocked with antibacterial gel, instructional brochures that outline a step-by-step approach to proper hand cleansing, and tissues and face masks, the stations provide patients and visitors an extra level of protection against germs.

According to Ann Marie Pettis, R.N., B.S.N., C.I.C., director of Infection Prevention at both Strong Memorial and Highland hospitals, these stations take a “hands-on” approach to encouraging patients and visitors to practice good respiratory and hand hygiene.

“Our patients’ safety is our top priority,”

Pettis said. “And being vigilant about promoting the importance of clean hands and covering our coughs is an important way to protect everyone against communicable diseases.”

Respiratory hygiene kiosk ▶



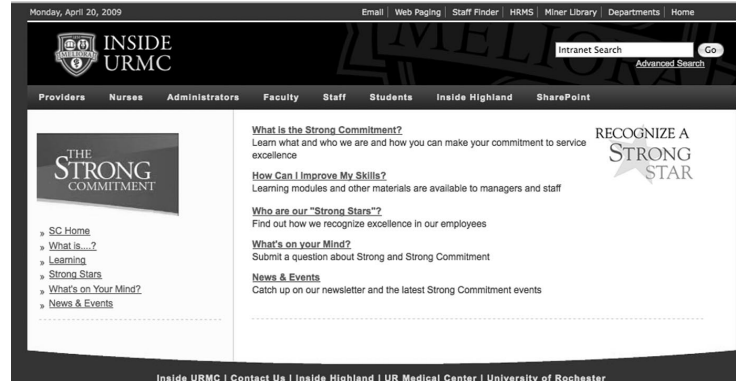
Strong Commitment office adds new online nomination tool

IF YOU’VE EVER WATCHED AN EMPLOYEE TAKE THAT EXTRA STEP — THAT LAST, FINISHING TOUCH THAT SIMPLY GOES “ABOVE AND BEYOND” — YOU KNOW WHAT SHINING SERVICE LOOKS LIKE.

Unfortunately, in a bustling Medical Center — with Strong Memorial Hospital often functioning at or above 100 percent occupancy — it can be challenging to consistently deliver exceptional service, according to Jackie Beckerman, director of the Strong Commitment

“Nevertheless, we’ve committed to treating our patients — and each other — with integrity, compassion and respect, and we need to be proactive about praising those who do this especially well,” Beckerman said. “A little encouragement can be a huge motivator. When someone takes notices and celebrates our outstanding example, we’re even more inspired to keep working that way.”

The Strong Stars program continues to provide one such channel for publicly recognizing stellar URMIC employees. In fact, earlier this year, the Strong Commitment staff enhanced the program, debuting a new online nomination form that makes it



easier than ever to honor colleagues Medical Center-wide. Beckerman requests that all staff immediately begin using this electronic tool in place of paper submissions, as the new Web form prompts nominators to provide all the necessary details, ensuring that these success stories can be retold with as much accuracy as possible.

“By encouraging staff to use the new online form, we’re really growing the purview of the Strong Stars program,” she said. “It not only exists as a way for patients to commend the admirable service we extend to them, but also to provide an outlet for faculty and staff can applaud the way they display ICARE values when

dealing with each other.”

Especially in today’s aching economy — with wage and salary programs temporarily frozen for many, placing annual performance-based raises out of reach — Beckerman adds that finding non-mone-

tary ways to distinguish stand-out service has become more imperative than ever.

“This new online tool is one convenient and powerful way for managers, supervisor, even colleagues to continue affirming excellence,” Beckerman said.

To find the new form fast, click on the “Recognize a Strong Star” logo located at the bottom of the right-hand panel of the intranet homepage. To learn more visit <http://tiny.cc/StrongCommitment> (please note, this site resides on the URMIC intranet and will require a log-in ID and password if viewing offsite) or call at 273-2215.