

— MED-CENTER

## Pulse

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A Publication of ECMC Corporation

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# ECMC Opens New ER, Surgical Suites

Renovation of ER, new surgical suites  
add capacity for Adult Regional  
Trauma Center *continued on page 3*



During a June 7th ECMC Emergency Department / Operating Room opening ceremony, news conference participants: former ECMC trauma patient Nate Smith (second from left); Mrs. Smith (far left); ECMC Corp. CEO Jody Lomeo (third from right); Congresswoman Louise Slaughter (second from right); and ECMC Emergency Medicine Clinical Director Michael Manka, MD, observe as ECMC Corp. Chair Sharon Hanson (third from left) assists patient Nate Smith's eldest son with ribbon cutting.

## ECMC Trauma Center Top Ranked in State

Western New York Region  
has best score for adult  
trauma survival *continued on page 6*



# A Message from ECMC CEO

## Jody L. Lomeo

Jody L. Lomeo  
ECMC Corp. CEO



I am always proud to represent the accomplishments of ECMC and our employees in the community, but this month I have been especially proud of our physicians, nurses, and staff. This month the New York State Department of Health released the *The New York State Trauma System Report* that showed Western New York has the best adult trauma survival outcomes of any region in New York State. ECMC was one of only three hospitals to have survival outcomes significantly better than the statewide average. This is a great accomplishment and I would like to publicly thank our staff members for their dedication and commitment resulting in lives changed through the care we provide. I would also like to thank the first responders in our community who provide the vital care in the field for our patients.

In our continual focus on the patient, this month we announced the opening of our state-of-the-art, newly expanded Emergency Department. We heard from Nate Smith, a Trauma survivor, of what ECMC has meant to him and the life he built after his accident. Nate came to ECMC after a horrific car accident in which he was severely burned and his spine was crushed. Today, he has a thriving business and a beautiful family. He called ECMC "the miracle house" and watched as his oldest son Zane cut the ribbon for our new Emergency Department. This is what ECMC is all about.

The Emergency Department expansion will not only allow us to serve more patients in our community, it will begin the process of redoing our "front door." This is one step of many that we will be taking to make a better "first impression" on our patients and their families. In the coming months, you will see and hear other initiatives we will be launching to transform the patient and family experience at ECMC. The Board of Directors, our management team, and our staff members are very excited about this effort.

At ECMC, we receive many compliments about the care we provide and how well patients and families are treated. I often receive compliments on how clean the hospital looks, and in a latest report of patient satisfaction, our scores regarding "keeping rooms always clean" have exceeded national averages. This is a direct result of the focus of our Environmental Services Department continuing their commitment to the patient. They have joined us in transforming the patient experience and we thank them for a job well done.

We thank the community for your support of the Trauma Center at ECMC and, we remain committed to doing everything possible for our patients and their families.

A handwritten signature in black ink, appearing to read "Jody L. Lomeo".

Jody L. Lomeo  
Chief Executive Officer  
ECMC Corporation

## ECMC Opens New ER, Surgical Suites

*Renovation of ER, new surgical suites add capacity for Adult Regional Trauma Center*

On June 7, 2010, Erie County Medical Center announced the opening of its newly renovated, state-of-the-art Emergency Department, featuring eight new exam rooms and a major trauma treatment room.

The department handles almost 60,000 visits a year, and the hospital recently received a top ranking in the New York State Department of Health's *Trauma System Report*. The official opening is scheduled for June 14, pending state Department of Health approval.

The \$2.9 million project also added two trauma operating rooms at ECMC to its existing 10 operating rooms, where trauma surgeries rose from 6,749 in 2002 to 8,919 in 2009. Surgeries and ER visits are expected to increase by double-digit percentages in the next decade.

"We are pleased to open this new ER, which is an expansion to meet increased demand. Our trauma center needed more space because of the increased demand from patients and doctors in Western New York who are choosing ECMC for care," said ECMC CEO Jody L. Lomeo.

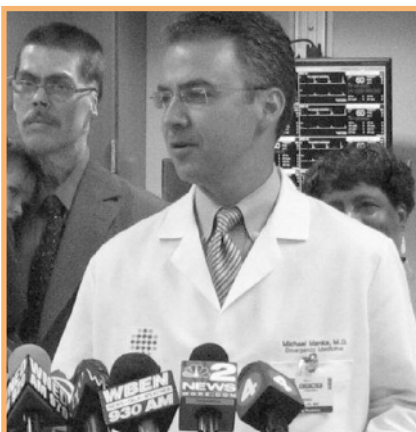
"As ECMC moves to combine with Kaleida and Great Lakes Health System under the leadership of the ECMCC Board of Directors, we want the region's only Adult Regional Trauma Center to continue to be the one with some of the best outcomes in New York State."



"I THINK EVERYONE IN THE REGION SHOULD SLEEP EASIER BECAUSE IN YOUR MIDST HERE IS ONE OF THE BEST TRAUMA CENTERS IN THE COUNTRY."

CONGRESSWOMAN  
LOUISE SLAUGHTER

*continued on page 4*



ECMC Emergency Medicine Clinical Director Michael Manka, MD (at podium) addresses audience during June 7th Emergency Department opening event.





## ECMC Opens New ER, Surgical Suites

*Renovation of ER, new surgical suites add capacity for Adult Regional Trauma Center*



Congresswoman Louise Slaughter secured critical funding, obtaining nearly \$300,000 for the project from the fiscal year 2009 Omnibus Appropriations Bill.

"Thousands of lives depend on the continued excellence of ECMC, so I'm always pleased to work with the hospital and make sure this great facility has the federal funding needed to continue superior patient care," said Rep. Slaughter, whose district includes Buffalo's East Side.

"Today I'm proud to join ECMC in unveiling the refurbished emergency department, and I am equally delighted to announce 25 new jobs that will come as a result of the federal funding. I have no doubt that ECMC will continue to meet the growing demands of our community with distinction."

ECMC operates at nearly full capacity on a regular basis and 35 percent of its patients receive financial assistance. More than 300,000 outpatients are also served by ECMC each year in its clinic system, making the new emergency department and additional positions vital assets to the health center.

Surgeries increased steadily for the past several years, and this growth is projected to continue for years to come. The following number of surgeries was done, by year: 2005, 7,329; 2006, 7,454; 2007, 8,031; 2008, 8,695; 2009, 8,919; 2010 projected, 10,323; 2011 projected, 10,839; 2012 projected, 11,381.

Emergency department visits since 2000 were 41,876; 2001, 43,101; 2002, 46,205; 2003, 46,965;







2004, 48,838; 2005, 48,670; 2006, 50,535; 2007, 52,142; 2008, 54,768; 2009, 58,492.

In April 2009, ECMC received \$282,150 secured by Rep. Slaughter to help pay for the expansion. The federal "Health Care and Other Facilities" appropriation comes from the Health Resources Services Agency at the U.S. Department of Health and Human Services.

In December 2009, Rep. Slaughter secured an additional \$300,000 in the Fiscal Year 2010 Consolidated Appropriations Act for the development of ECMC's Women's Bone Health Center. The Women's Bone Health Center is part of ECMC's expanded orthopedic health care services to provide superior musculoskeletal care to patients, particularly in light of Western New York's aging population.

The biggest surgical increases at ECMC in recent years came in orthopedics, general surgery and vascular surgery. Since 2006, additional surgeons joined the staff, including three general surgeons, one vascular surgeon and one plastic surgeon.

"These Emergency Department additions, which Rep. Slaughter so clearly saw the need for, are designed to help our excellent physicians, nurses and staff serve the patients from Western New York's eight counties, and beyond, in the best, most sophisticated ways possible," said Sharon L. Hanson, chairwoman of the ECMCC board of directors.



## SAFE / SANE Room Dedication

Upon the opening of ECMC's new Emergency Department Unit, a specially equipped Sexual Assault Forensic Examiner (SAFE)/Sexual Assault Nurse Examiner (SANE) emergency exam room was dedicated in memory of one of ECMC's original Sexual Assault Nurse Examiners, Sandra A. Kowalewski, RN, SANE-A, who passed away on November 3, 2007. With family and friends of Sandy Kowalewski present, ECMC Corporation CEO Jody Lomeo and Emergency Department Clinical Nurse Specialist Karen Beckman, MSN, RN, commented about Sandy. "Sandy 'K' provided high-quality nursing care to our patients and their families. Sandy was the epitome of an ER nurse. She held several certifications, including: Advanced Cardiac Life Support for Adults/Pediatrics, Flight Nurse, and Advanced Trauma Care for Nurses. She was committed to the SANE program, taking and passing the national certification exam while receiving chemotherapy for incurable pancreatic cancer. Dedicating our SANE room to Sandy is just a small way of giving back to someone who has given so much to ECMC, the Emergency Department, and victims of sexual assault."



# ECMC Trauma Center Top Ranked in State

*Western New York Region has best score for adult trauma survival*



*On behalf of the ECMC Corporation Board of Directors during their June 1st, 2010 meeting, Board Chair Sharon Hanson (second from left) and CEO Jody Lomeo (far right) presented representatives of the entire Trauma staff with a plaque to recognize the department's accomplishments in ranking among the top in NYS and the best in WNY for adult trauma survival.*

The New York State Department of Health recently completed a report that showed a top ranking for Erie County Medical Center, Western New York's only Adult Regional Trauma Center, and that the region had the best score for trauma survival.

The report also showed that although ECMC had the second-highest "Expected Mortality Rate" in the state, it was one of only three hospitals that were significantly better than the state average for trauma survival.

The ECMC Adult Regional Trauma Center, which handles almost 60,000 visits a year, is the most successful statewide, according to the Health Department's 118-page report released last week called *The New York State Trauma System 2003-2006*. The time period is the most recent for which the department could report full statistics for all the state's 29 regional adult trauma centers.

One significant finding in the report was that ECMC faced some of the toughest cases and had some of the best results. Nine percent of all high-risk injuries statewide occurred in Western New York during the period the state studied, a disproportionate amount by population. With 909,247 people, Erie County is just 4.6 percent of the state's 19.5 million people.

"ECMC's superior outcomes are not only a tremendous benefit to the residents and taxpayers of Western New York, whose injured friends and relatives receive treatment here, but also demonstrate how our skilled surgeons, nurses, staff and the EMS community save lives every day," said ECMC CEO Jody L. Lomeo. "We cover a large region with patients who present multiple challenges, but we want everyone to know that they have a better chance of surviving coming to ECMC. That's why some call ECMC the 'Erie County Miracle Center'."

State statistics compiled for the report show that 147,944 trauma patients – those at risk of dying





– were admitted to trauma units in the state in 2007, a decrease of 4.1 percent from the 154,054 trauma patients admitted in 1990. But the number of those patients listed by the state as having the highest risk of dying from their injuries rose to 26,815, 9.2 percent more than the 24,564 patients statewide in 1990.

Nationally, the age-adjusted trauma mortality rate per 100,000 people in the population was 6.97, compared to 5.54 for New York.

In terms of expectations, the Department of Health said based on age, health factors and other demographic markers, ECMC had an expected mortality rate, of 8.76 and a “Risk Adjusted Mortality Rate” of 6.06.

The Western New York region had the best mortality “z-score” at -2.52. The z-score compares survivors in the study with expected outcomes. The z score indicates the statistical variance and significance of the difference between actual versus expected survivors.

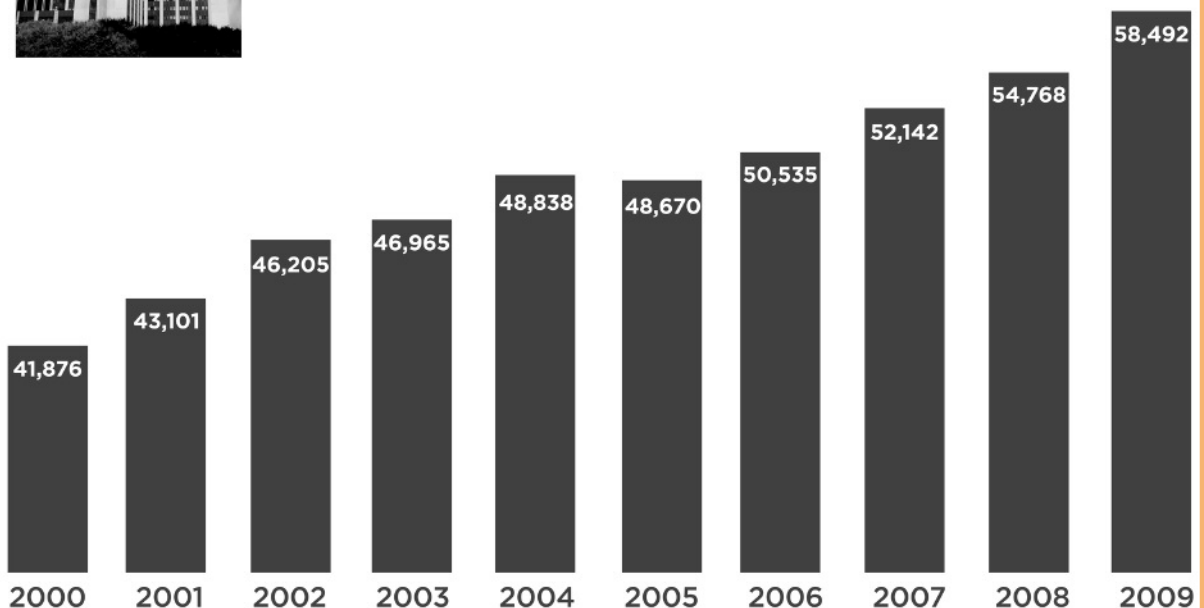
ECMC, Albany Medical Center and University Hospital Stony Brook all had inpatient mortality rates significantly lower than the statewide mean.

“This report shows that seriously injured Western New Yorkers have a world-class trauma center an ambulance ride away from where they live, and once they arrive, they have a better chance of surviving than anywhere else statewide,” said Dr. William J. Flynn Jr., ECMC clinical director of surgery. “Trauma is a complex system. From the 911 call to the ambulance to surgery to a patient’s stay at ECMC, every step must go well and we are fortunate in Western New York to have the experts to create great outcomes.”

The hospital, which will retain its Adult Regional Trauma Center as it consolidates with Kaleida Health under the Great Lakes Health umbrella, is opening new private ER rooms in early June as part of a \$2.8 million upgrade in facilities. The full report is available at: [http://www.nyhealth.gov/nysdoh/ems/pdf/03-06\\_trauma\\_report.pdf](http://www.nyhealth.gov/nysdoh/ems/pdf/03-06_trauma_report.pdf)



## The Growth of ECMC's Emergency Vists





# ECMC receives American Heart Association's Get With The Guidelines Silver Performance Achievement Award



ECMC Corporation was recently notified that it has received the Get With The Guidelines<sup>SM</sup>–Heart Failure Silver Performance Achievement Award from the American Heart Association. The recognition signifies that ECMC has reached an aggressive goal of treating heart failure patients with 85% compliance for one year to core standard levels of care as outlined by the American Heart Association/American College of Cardiology secondary prevention guidelines for heart failure patients.

Get With The Guidelines is a quality improvement initiative that provides hospital staff with tools that follow proven evidence-based guidelines and procedures in caring for heart failure patients to prevent future hospitalizations. According to Get With The Guidelines–HF treatment guidelines, heart failure patients are started on aggressive risk-reduction therapies such as cholesterol-lowering drugs, beta-blockers, ACE inhibitors, aspirin, diuretics and anticoagulants in the hospital. They also receive alcohol/drug use and thyroid management counseling as well as referrals for cardiac rehabilitation before being discharged.

"The full implementation of national heart failure guideline recommended care is a critical step in preventing recurrent hospitalizations and prolonging the lives of heart failure patients," said Gregg C Fonarow, M.D., National Chairman of the Get With The Guidelines Steering Committee and director of Ahmanson-UCLA

Cardiomyopathy Center. "The goal of the American Heart Association's Get With The Guidelines program is to help hospitals like ECMC implement appropriate evidence-based care and protocols that will reduce disability and the number of deaths in these patients."

According to the American Heart Association, about 5.7 million people suffer from heart failure. Statistics also indicate that each year more than 292,200 people will die of heart failure.

"ECMC is dedicated to making our care for heart failure patients among the best in the country. We will continue in our efforts and build off the success of this award by continued implementation of the American Heart Association's Get With The Guidelines–Heart Failure program that allowed us to accomplish this goal," said Jody L. Lomeo, CEO, ECMC Corporation.

Get With The Guidelines–Heart Failure helps ECMC's staff develop and implement acute and secondary prevention guideline processes. The program includes quality-improvement measures such as care maps, discharge protocols, standing orders and measurement tools. This quick and efficient use of guideline tools will enable ECMC to improve the quality of care it provides heart failure patients, save lives and ultimately, reduce healthcare costs by lowering the recurrence of heart attacks.

## Community Foundation For Greater Buffalo presentation to ECMC Corporation Board of Directors regarding \$24,000 Grant to ECMC AIDS Center Parenting Program

Clotilde Perez-Bode Dedecker, President/CEO of the Community Foundation For Greater Buffalo thanked all present during a June 1, 2010 ECMC Corporation Board of Directors meeting for the stewardship of the ECMC Foundation. Ms. Perez-Bode Dedecker provided a background on how the hospital was selected for a grant and the genesis of the funds to support the ECMC Designated AIDS Center Parenting Program. This is a program in which 62 HIV-positive mothers will receive specialized training for parenting under the special circumstances that these women face as HIV-positive patients.

The Community Foundation is one of the ten oldest community foundations in the world, having over 800 individual-named funds, named after individuals and families who have been or who are prominent members of this community. Half of the funds have living advisors who advise on charitable giving from their named fund to whatever non-profit causes they choose. When donors come to the Community Foundation, they come either through an alternative to a private foundation or through a bequest and direct the spending from the funds

in one of three ways, either to address: the changing needs of the community over time; the needs of specific organizations; or to address a general field of interest. HIV/AIDS being one field of interest that one specific donor chose that supported this program at ECMC. This grant came as a result of two donors, both were a bequest and one donor indicated that the spending from their endowment would support the issues related to HIV/AIDS whenever possible. The other donor that helped combine the total funding for the \$24,000 Grant was a donor that wanted to address the changing needs of the community over time.



*On June 1, 2010, Ms. Perez-Bode Dedecker explained to the ECMC Corp. Board of Directors, how ECMC's Designated AIDS Center Parenting Program was selected to receive a \$24,000 grant.*

## Robert McCartney is Acting Vice President of Behavioral Health



Earlier this year, Horizon Health was hired by ECMC Corporation to conduct an analysis of the Behavioral Health program and services. This analysis included both inpatient and outpatient areas in Chemical Dependency and Psychiatry. Based upon this assessment, ECMC has hired Robert E. McCartney, MSW, consultant, to begin assisting ECMC in the implementation of several recommendations. On May

18, 2010, Robert McCartney began serving as "Acting" Vice President of Behavioral Health for ECMC. He will continue in this capacity for the next four months.

Robert has over 25 years of behavioral health experience including five years of senior executive experience as a CEO/Administrator in resi-

dential treatment facilities for Universal Health Services. In addition, he has five years of acute behavioral health experience. He holds a Master's of Social Work from Michigan State University.

Robert's office will be located in room 941 and his office number is 898-5367.

With Robert's arrival at ECMC, Interim Vice President Charletta Roberts will return to the Assistant Director of Nursing-Behavioral Health role. I would like to thank Charletta for her hard work, dedication and professionalism for over the past two years and through this transition.

*Richard C. Cleland MPA, FACHE, NHA  
Senior Vice President of Operations,  
ECMC Corporation*

# Dietrich Jehle, MD, to receive prestigious NY American College of Emergency Physicians Advancing Emergency Care Award



*Dietrich Jehle,  
MD, FACEP*

On June 3, 2010, the Board of Directors of the New York American College of Emergency Physicians (ACEP) informed Dietrich Jehle, MD, FACEP, Board of Directors Member and Associate Medical Director for ECMC Corporation; and Professor and Vice Chairman of the Department of Emergency Medicine at the State University of New York (SUNY) at Buffalo (UB) that he has been selected to receive the prestigious Advancing Emergency Care Award for 2010.

Dr. Jehle joins a distinguished list of past award recipients. This year, this award will recognize Dr. Jehle and two other New York ACEP members for significant contributions in advancing emergency care in New York State. Contributions include; Patient Care (improved delivery modes, quality care improvement, cost containment); EMS (organization, service, public education, disaster plan); Education (new or improved teaching methods, publication(s), education programs, evaluation mechanisms); Research or major contribution to a New York ACEP priority objective.

"On behalf of the membership and the Board of Directors, I want to congratulate you (Dr. Dietrich Jehle) on being chosen as a 2010 recipient," stated Gerard X. Brogan Jr., MD, FACEP, President, New York ACEP.

The awards will be announced to the membership and presented at the New York ACEP Annual Meeting Wednesday, July 7, at the Sagamore Hotel in Bolton Landing, New York.

Dr. Jehle earned a B.A. in Mathematics from the University of Virginia (1975), an M.D. from the University of Virginia, School of Medicine (1979), and his Post Doctorate degree from the Graduate School of Public Health-Biostatistics at the University of Pittsburgh (1989). He com-

pleted his internship and residency in Internal Medicine at the Hospitals of the University Health Center of Pittsburgh, Presbyterian-University Hospital, Pittsburgh, Pennsylvania (1979-1982).

Dr. Jehle is Board Certified in Emergency Medicine (since 1988, recertified 1997) and Internal Medicine (since 1982). He is a dedicated clinical service provider, superior teacher, and an administrative leader. He has been instrumental in the development of Emergency Medicine at ECMC, having served as the Emergency Department Director for 17 years (1990-2007). ECMC's Emergency Department is now the busiest in the region and a preferred clinical site for medical students and residents training in the field of emergency medicine.

Dr. Jehle is both a researcher, having conducted extensive research on a variety of topics reflecting the broad clinical range of patient conditions seen in emergency medicine, and a reviewer for national journals in emergency medicine. In addition to pioneering ultrasound research, he has performed a number of studies in resuscitation, investigated motor vehicle crashes, and brought new technologies to emergency medicine. By mid-2009, he had published five books/book sections, 15 book chapters, 47 peer reviewed publications and 36 abstracts in medical literature. Dr. Jehle has been successful in obtaining significant government and non-governmental funding from 15 research grants totaling in excess of \$12 million. He has also earned numerous national and local teaching awards.

In October 2009, the ECMC Corporation Board of Directors honored Dr. Jehle by presenting him with the "Extraordinary HERO Award." On September 3rd, 2009, Dr. Jehle was traveling to a Buffalo Bills football game where he provides medical care to fans and support medical care to players. While in route on the southbound Niagara Thruway, Dr. Jehle observed a multi-vehicle crash that occurred immediately ahead of him. At the scene of the accident, Dr. Jehle directed, triaged and administered emergency care to treat crash victims. As part of his



## ECMC Pharmacy Stores Clerk James Menefee appointed to National Pharmacy Purchasing Association Buyer Advisory Board

response, he also put his life at risk directing/assisting in the rescue of a driver and two young passengers from a burning and severely damaged car. Dr. Jehle has also been recognized as a hero by Western New York news media for this lifesaving rescue. He represents the very best at ECMC and he exemplifies the expert care delivered at the Medical Center every day.

The ECMC Lifeline Foundation recognized Dr. Jehle as the Springfest 2008 Distinguished Physician Honoree for outstanding dedication and service to ECMC and the community. In 2007, Buffalo Business First recognized him with the "Health Care 50" award for his level of involvement in medical care in the Buffalo community.

For the last 16 years, Dr. Jehle has provided supervision of medical care given to Buffalo Bills fans on game day at Ralph Wilson Stadium in Orchard Park, NY. Over a five year period, he was a 24 hour-a-day volunteer medical consultant for the Western New York Poison Control Center, and for the last 15 years has been an Associate Medical Director for ten volunteer ambulance companies. The Specialized Medical Assistance Response Team (SMART) that provides physician support in pre-hospital care at accident/injury scenes was co-founded with Dr. Jehle's assistance. He helped to establish a child safety seat program and founded Camp 911, an introduction to emergency medical services, safety, injury prevention, and bystander care for children. He instituted a rear seat belt use awareness program and has also worked with the Buffalo Bills on a bicycle helmet safety program. Dr. Jehle served on the Emergency Services Task Force created by Erie County Executive Chris Collins to make recommendations to the county for improving the quality of emergency services provided to Erie County residents.

Dr. Jehle lives with his wife, Theresa, and children in Williamsville.



The Executive Board of the National Pharmacy Purchasing Association (NPPA) has appointed ECMC Pharmaceutical Stores Clerk James D. Menefee Jr. to one of five Buyer Advisory Board positions. The newly created NPPA is open to institutional pharmacy buyers, regardless of their local job title, and to those who support the philosophy and purpose of the association.

The mission of the NPPA is to: Promote the profession of pharmacy purchasing; provide specific and enhanced educational opportunities; provide a unified voice for the professional pharmacy buyer; affirm pharmacy purchasing as a unique and important specialty within the pharmacy profession; Affirm that pharmacy purchasing is an important aspect of total patient care.

"I am very pleased to accept this appointment in the inaugural year of the National Pharmacy Purchasing Association and excited about the opportunities to promote and expand the association," stated James Menefee.

James Menefee began his career as a pharmacy aide and senior pharmacy aide at the E.J. Meyer Memorial Hospital in 1977 (the precursor to ECMC) before making the transition to the Erie County Medical Center in 1978 in his current position and title. James' responsibilities include obtaining all pharmaceuticals used within the medical center and clinics as well as various medical supplies, equipment, labels and other ancillary items and services required by the Pharmacy under the supervision of the Director of Pharmacy. James maintains purchase orders for payment, contract compliance information, recall records and expired drugs processed. He oversees the day to day operation of the pharmacy storeroom and pharmacy billing and coding for reimbursement. He assists the Pharmacy Director by managing inventory levels, reducing the costs of purchases, communicating budgetary issues and notifying staff of all pertinent supply concerns affecting the availability of patient therapies. Additionally, he acts as a liaison between the pharmacy and vendor representatives, multiple departments within ECMC, and various local hospitals and health departments.

Prior to his hospital/pharmacy career, James Menefee trained and served within the United States Army (1973-1976). He graduated as a Pharmacy Specialist from the Academy of Health Sciences at Fort Sam Houston, TX. Afterwards, he continued to serve in the United States Army Reserve until retirement in 1997, attaining the rank of Master Sergeant.

# Senior Vice President of Operations Richard Cleland designated Fellow of American College of Healthcare Executives



Having passed the Board of Governor's exam in January 2010, on April 12, 2010, Richard C. Cleland, MPA, NHA, FACHE, Senior Vice President of Operations for ECMC Corporation became a Fellow of the American College of Healthcare Executives (FACHE), the nation's leading professional society for healthcare leaders.

Richard Cleland is in charge of ECMC Behavioral Health, Rehabilitation, Environmental, Dietary, Transport and Laundry Services, as well as Long-Term Care Services, including the Erie County Home.

"Because healthcare management ultimately affects the people in our communities, it is critically important to have a standard of excellence promoted by a professional organization," says Thomas C. Dolan, PhD, FACHE, CAE, president and chief executive officer of ACHE. "By becoming an ACHE Fellow and simultaneously earning board certification from ACHE, healthcare leaders can show that they are committed to providing high-quality service to their patients and community." Fellow status represents achievement of the highest standard of professional development. In fact, only 7,500 healthcare executives hold this distinction. To obtain Fellow status, candidates must fulfill multiple requirements, including passing a comprehensive examination, meeting academic and experiential criteria, earning continuing education credits and demonstrating professional/community involvement. Fellows are also committed to ongoing professional development and undergo recertification every three years.

"I would like to express my gratitude and thanks to ECMC Corporation President and COO Mark Barabas; Sr. VP of Operations Ken Richmond; and consultant/past COO and Director of Nursing Karen Maricle for not only sponsoring me, but assisting me through the process," stated Cleland.

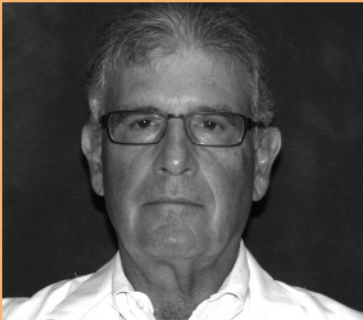
Rich Cleland was formerly the Administrator of Brothers of Mercy Nursing and Rehabilitation Center (2000-2006). He was also Director of Maintenance, Plant Operations, and

Environmental Services at Brothers of Mercy (1994-2000). He served previously at ECMC as Director and Assistant Director of Cleaning Services (1988-1994). Richard Cleland holds a Masters of Public Administration from Canisius College. He has a New York State Nursing Home Administrator's license and a certification from St Joseph's College of Maine in Long Term Care Administration (2003). He earned his undergraduate degree from Buffalo State College. He is on staff at both D'Youville College (Health Services Administration) and Erie Community College (Business Administration). He is a Member of the American College of Health Care Executives. Rich resides in Clarence with his wife Marsha and children Ashley, Jenna and Alex.

Rich Cleland is also one of two ECMC Corporation Executive Administrators (the other being Sr. VP of Nursing Bonnie Ann Glica, MS, RN) specially selected to participate in the nine month Harvard University leadership development program, "Managing Healthcare Delivery." The course is structured to further enhance knowledge of healthcare management skills and provide new perspectives about the healthcare industry.

The American College of Healthcare Executives is an international professional society of more than 30,000 healthcare executives who lead our nation's hospitals, healthcare systems and other healthcare organizations. ACHE is known for its prestigious credentialing and educational programs and its annual Congress on Healthcare Leadership, which draws more than 4,500 participants each year. ACHE is also known for its journal, the Journal of Healthcare Management, and magazine, Healthcare Executive, as well as ground-breaking research and career development and public policy programs. ACHE's publishing division, Health Administration Press, is one of the largest publishers of books and journals on all aspects of health services management in addition to textbooks for use in college and university courses. Through such efforts, ACHE works toward its goal of being the premier professional society for healthcare leaders by providing exceptional value to its members.

# Welcome, Dr. Arthur Orlick, Medical Director of the ECMC Observation Medicine Service



Please join me in welcoming Dr. Arthur Orlick who has recently joined ECMC as Medical Director of the ECMC Observation Service. Dr. Orlick has a wealth of healthcare experience coming to ECMC from Lifetime Health and holding positions in several other area institutions. Dr. Orlick has

direct experience with Observation Medicine and reviewing patients for admission criteria. He will provide overall direction and administration of the ECMC Observation Service. Dr. Orlick will act as physician of record for cardiology patients on the Observation Service and develop Performance Improvement (P.I.) measures and appoint P.I. teams for Observation Service initiatives.

Dr. Orlick completed his Postdoctoral Fellowship in Cardiology at Stanford University, Stanford California (1975-77). He completed his Residency and Internship in Medicine at the State University of New York (S.U.N.Y.) at Buffalo Affiliated Hospitals (1972-75). Dr. Orlick earned his M.D. (cum laude) at Albany Medical College, Albany, New York (1972) and his B.A. (Sociology) at S.U.N.Y. Buffalo (1966).

Dr. Orlick has served in previous positions as: Chief Medical Officer and/or Chief Operating Officer of Lifetime Health Medical Group (2005-2010); Vice President and Chief Medical Officer, Buffalo General Hospital (2002-2005) and

Physician Director for Cardiovascular Services, Kaleida Health System (2000-2005). He has also held several other key positions with area healthcare organizations including: Medical Director of Univera Healthcare and North American Health Plans, Inc.; Director of Cardiac Care Units, Vice Chief of Cardiology, Director of Non-invasive Cardiac Laboratory and Chief of Cardiology at Millard Fillmore Hospital; Partner, Cardiology Group, as well as the Clinical Assistant Professor of Medicine at S.U.N.Y. Buffalo.

Dr. Orlick's Specialty Certifications include: American Board of Quality Assurance and Utilization Review Physicians (1993); American Board of Cardiovascular Diseases (1977) and American Board of Internal Medicine (1975). He was honored in 1972 with the Simon Van Oakley Award in Medicine and belongs to several Societies including; Fellow, American College of Cardiology; Fellow, Council on Clinical Cardiology, American Heart Association; Past President, Western New York Cardiovascular Society; American College of Physician Executives and Co-Chair, Medical Directors Forum, New York State HMO Conference. Dr. Orlick is well published.

We are very pleased to welcome Dr. Orlick to ECMC where he will help us to improve the performance in the Observation Medicine Service. Dr. Orlick can be reached at 898-5676.

*Mark C. Barabas, DHA, FACHE  
President and COO*

## ECMC Receives Portion of Hepatitis C Funds

ECMC will share in more than \$2 million in state funding to expand its capacity to provide on-site hepatitis C care and treatment. The program is one of 13 programs statewide funded through the new allocation. All provide primary care, HIV care and substance use treatment. ECMC will receive \$132,500 in total funding. More than 240,000 New Yorkers are infected with the hepatitis C virus. Within HIV-infected

populations, approximately one-third are co-infected with hepatitis C. According to a prepared release, the programs to be funded will ensure comprehensive and coordinated quality care for people infected with hepatitis C and HIV/hepatitis C, including the uninsured.

*Re-printed as reported on Business First of Buffalo web site.*



## Promotions of Doug Flynn and Dave Winkler in Plant Operations



**Doug Flynn** has been appointed to the position of Assistant Vice President of Facilities and Construction Management. In this role Doug will be responsible for the oversight of Plant Operations and the Planning and Direction of all major construction projects for ECMC. Doug is extremely well qualified for this position having earned a Bachelors degree in Architecture and a Masters in Construction Management. Doug has been at ECMC for nearly five years.



**Dave Winkler** is appointed to the position of Director of Plant Operations. Dave is a 30-year veteran of ECMC and has provided exceptional supervision of every area of the campus during that time. He has a thorough knowledge of all campus facilities. Dave is now responsible for supervising the maintenance function covering plant operations and the general upkeep of the buildings, grounds and equipment.

Please join me in congratulating Doug and Dave in their new roles.

*Kenneth A. Richmond M.H.A. F.A.C.H.E.  
Senior Vice President of Operations  
Erie County Medical Center Corporation*

## Susan Dziwulski appointed Director of Purchasing



Susan "Suzy" Dziwulski has been promoted from Purchasing Supervisor to Director of Purchasing.

Suzy has over 22 years of experience in purchasing. This includes

19 years with the Erie County Division of Purchasing and three years with ECMC Corporation. Over the past few months Suzy has played a vital role in the transition of the department. In her new role, Suzy will be the "driver of change" as we move toward a new, efficient model.

Please give Suzy an "ECMC congratulations" on her promotion and wish her great success in her new position.

Thank you.

*Richard C. Cleland, MPA, FACHE, NHA  
Senior Vice President of Operations  
Erie County Medical Center Corporation*

## Restructuring yields Nursing promotions



**Judy Haynes, RN, BS**, has been appointed to the position of Unit Manager of the 7th Floor, Zone 1. Judy Haynes earned her Bachelor of Science in Nursing from the University at Buffalo (1999). She has been employed by ECMC in various leadership roles for the last 20 years. Judy may be contacted at 898-5397. Please extend a warm welcome to Judy Haynes as she begins her assignment.



**Thameena Hunter, RN, BSN**, was appointed Unit Manager of the 7th Floor, Zone 4, in December of 2008. As the Unit Manager she focuses on quality care, and has been working steadily to help many new nurses to thrive in the high action of an acute medical surgical telemetry unit.

Thameena began working at ECMC on the 9th Floor, Zone 2, as a General Duty Nurse on second shift. She was soon promoted to Charge Nurse. She was an excellent resource to the very specific security policies and procedures on this unit. Safety is a main concern in this setting, as well as working collaboratively with staff members. Ms. Hunter has been active on many committees such as Standards and Nurse Recognition and she is a New York State Nursing Association (NYSNA) delegate. Ms. Hunter holds a Bachelor's degree in Mental Health and recently completed her Bachelor of Science in Nursing through the University at Buffalo.

# ECMC and two other WNY hospitals receive National Recognition for Highest Organ Donation Rates in the Country

On April 15th, a prestigious national award from the Health Resources and Services Administration (HRSA) was presented to three area hospitals for their success in increasing the number of organs available for transplantation in 2009. Upstate New York Transplant Services (UNYTS) joined hospital leadership, transplant recipients, donors and supporters of the Gift of Life to recognize the dedication and hard work of these organizations.



ECMC, Millard Fillmore Gates Circle Hospital and Mercy Hospital of Buffalo received the Silver Medal of Honor for sustaining an organ donor conversion rate of 75% or higher and a greater than 10% Donation after Cardiac Death (DCD) rate in a twelve month period.

Organ donor conversion rate is the percentage of eligible organ donors whose family or next-of-kin consent to donate organs and tissue with the consent resulting in a successful transplant. Based on circumstances necessary for organ donation, fewer than 2% of all deaths qualify – making consents crucial to helping those in need.



**Cheryl Nicosia, RN, Clinical Nurse Specialist from ECMC's Trauma Center, was awarded the Health and Human Services (HHS) Regional Champion Award for her outstanding leadership in promoting organ donation and transplantation in the Western New York area.** As ECMC's UNYTS liaison, Cheryl Nicosia always works to ensure that a donor family's needs are being met during such a traumatic and stressful time.

Today in the United States there are over 106,000 individuals awaiting a life-saving transplant – nearly 10,000 from New York State – and many thousands more in need of tissue and cornea transplants. In WNY alone there are over 650 individuals waiting. Sadly, an average of 18 patients dies every day, simply because the organ they needed did not become available in time.

**About UNYTS:** *Headquartered in Buffalo and established in 1981, Upstate New York Transplant Services is among the leading organ procurement organizations in the United States, and is the only organization of its kind nationwide to offer opportunities for organ, eye, tissue and blood donation. Upstate New York Transplant Services operates as a not-for-profit serving the eight counties of Western New York and is part of the Buffalo Niagara Medical Campus. It works to assist donor families, coordinate the donation process and increase knowledge and awareness within the community regarding organ, eye, tissue and blood donation.*

# ECMC's pharmaceutical waste compliance program and reusable sharps containers program improve air and water quality for community health

## *Pharmaceutical waste program for 550-bed hospital is first of its kind in Buffalo*

On June 11, 2010, Erie County Medical Center (ECMC) Corporation announced its commitment to minimizing environmental impact and making good decisions for the benefit of community health and safety by being the first hospital in Buffalo to implement the Pharmaceutical Waste Compliance program and also one of the first to install the Sharps Management System using Bio Systems reusable containers by Stericycle Inc. (NASDAQ: SRCL).

Hospitals like ECMC are serious about examining the ways pharmaceutical waste is being disposed. Using these services ECMC is ahead of the curve with green initiatives as several states begin to legislate "no flush" laws, while leading the trend toward reusable sharps container systems in the healthcare environment.

Hospitals are becoming increasingly aware of their role within and responsibilities toward the environment. A study by the University of Chicago Hospitals and published in *JAMA*<sup>1</sup> found that the American healthcare sector accounts for 8% of the U.S. carbon footprint. The analysis found that hospitals are by far the largest contributor of carbon emissions in the healthcare sector. The need to address both air and water quality issues is imperative as the number of drugs in the marketplace keeps growing as do carbon emissions if steps like these are not taken by healthcare administrators.

Between 1993 and 2009, more than 1,500 drugs were approved by the FDA. The 1999-2000 U.S. Geological Survey found 80% of streams sampled had at least one waste contaminant<sup>1</sup>. Waste contaminants included pharmaceutical drugs such as endocrine disrupters and antibiotics. In a similar study in 2008, an *Associated Press* survey reported a detection of pharmaceuticals in drinking water that serves 41 million Americans.

Hospitals, which are major users of pharmaceuticals, are seeking assistance to effectively manage pharmaceutical waste. The process can be complex. Pharmaceutical waste must be characterized, segregated, and transported. The disposal must also be documented.

Many states are passing legislation. In Illinois beginning January, 2010 the Safe Pharmaceutical Disposal Act began prohibiting the disposal of unused medication into a public wastewater collection system or septic system. Knowing legislation is likely to increase, ECMC is ahead of the compliance curve by using Stericycle's Pharmaceutical Waste Compliance Service.

"Each year, more regulations, especially at the state level, are enacted to require appropriate segregation, transportation and treatment of all healthcare waste. We want to be more than compliant. We want to keep staff, patients and the community safe," says Randy Gerwitz, R.Ph., director of pharmacy.

As hospitals continue to explore best environmental practices, "green teams" seek ways to improve additional facility and health systems' practices. Few tools exist that specifically help determine a hospital's environmental impact.

A tool called the Carbon Footprint Estimator<sup>2</sup> is designed to help U.S. hospitals determine the amount of plastic and cardboard containers, and resulting CO<sup>2</sup> emissions that they would keep out of the environment by switching the facility's use of disposable sharps containers to reusable containers. Each reusable container saves the equivalent of 600 from later going to landfills.

Since 1986, the Stericycle Sharps Management System using Bio Systems reusable containers has kept almost 80 million sharps containers out of landfills. Using this system, ECMC has seen 71,000 pounds of carbon emissions prevented from 121,000 pounds of plastic and 6,000 pounds of cardboard diverted from landfills in the past year. This amount is the equivalent of 3,651 gallons of gasoline.



According to Juan Santiago, assistant vice president of support and hospital services, ECMC, "By switching to Stericycle's Sharps Management System using Bio Systems reusable containers, ECMC has been able to realize significant efficiencies while leading our region within the healthcare industry in environment-friendly initiatives."

About Stericycle: *Lake Forest, IL-based Stericycle (NASDAQ: SRCL) is a leader in healthcare-related services that protect people and reduce risk. With more than 430,000 customers worldwide, Stericycle has operations in North America, Europe, and Latin America. Visit [www.stericycle.com](http://www.stericycle.com).*

## Goal to serve well is at core of good work in ECMC Switchboard/Information Department



*Switchboard/Information Department staff members pictured are (left to right): Beth Ann Moore, senior telephone operator Brenda Shoemaker, Ebony Harwell, Lisa Lowman and Kathreen Bauer. Not shown are: June Brown, Daniel Freeman, Richard Hall, Shannon Lane, Nancy McDonald and Jill Schreier.*

The ECMC Switchboard/Information Department staff is on the frontlines of the hospital in many ways. They are a 24/7 department that assists by providing information to the public as well as to hospital personnel.

The operator performs routine work relaying in-coming, out-going and inter-office calls. You will see staff members of this department at the Customer Service/Information booth in the main lobby. Many ECMC staff members do not realize that this is the same team that answers the switchboard. The operators alternate between the two areas. In doing so, it keeps all operators

up to date with the knowledge of the organization and functions of ECMC. The Switchboard/Information Department staff members have many job functions, including:

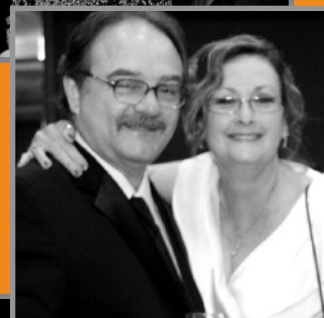
- Greeting callers and direct calls to the appropriate staff member or department
- Directing visitors and customers to different locations within the building
- Keeping a current directory of personnel and frequently used phone numbers and pager numbers
- Maintaining accurate information of on-call medical personnel and administrators
- Keeping informed of procedures and functions of the organization
- Implementing various code procedures and maintaining a log book
- Sorting and forwarding patient mail

Although each day is not routine in this department, these staff members maintain positive and professional interpersonal relations with the customers and other hospital staff. The employees in this department demonstrate courteous communication skills both by phone and in person. In many cases, Switchboard/Information Department staff members are responsible for conveying the positive and critically important "first impression" people get of ECMC.

We thank and salute the entire team for their accuracy, efficiency, dedication and concern for patients, visitors and co-workers!



*The ECMC Lifeline Foundation's 2010 Springfest Swingfest Gala, held May 1, at the Adam's Mark Hotel attracted a record crowd of 780 individuals from the medical and corporate communities.*



Receiving the Lifeline Chairman's Distinguished Service Award from Sharon L. Hanson (far left), Chair, ECMC Corp; and Jody L. Lomeo (far right), CEO, ECMC Corp., physicians of the Great Lakes Health System of Western New York Inaugural Professional Steering Committee, shown here including (second from left to second from right): George E. Matthews, M.D.; Yogesh D. Bakhai, M.D.; David G. Ellis, M.D.; Merrill T. Dayton, M.D.; James G. Corasanti, M.D.; Kevin J. Gibbons, M.D., Current Chair and Inaugural Member; Kathleen T. Grimm, M.D.; Lawrence B. Bone, M.D., Inaugural Chair; Gregory J. Bennett, M.D. James J. Reidy, M.D., was not available for photograph.



The ECMC Lifeline Foundation's 2010 Springfest Gala, held May 1, at a new venue, the Adams Mark Hotel, attracted a record crowd of some 780 individuals from the medical and corporate communities.

The Lifeline Chairman's Distinguished Service Award was presented to the Great Lakes Health System of Western New York Inaugural Professional Steering Committee; Brian M. Murray, MD, Chief Medical Officer and Attending Physician, Internal Medicine, ECMC Corporation and Associate Professor of Medicine, Department of Medicine, State University of New York at Buffalo, received the Distinguished Physician Award; and Linda M. Schwab, M.S., R.N., received the Distinguished Nursing Award.

The event chair was Robert Holliday, Vice President and General Manager, AT&T Upstate New York District. Mistress of Ceremonies was Jodi Johnston, WGRZ-TV, Channel 2. The black tie evening kicked off with a silent auction and cocktail reception followed by dinner. Big Bad Voodoo Daddy provided the evening's headline entertainment and kept the dance floor full!

The Springfest Gala is one of the premiere fundraising events conducted by the ECMC Lifeline Foundation and benefiting the ECMC Corporation. For information on volunteering, upcoming events and supporting the ECMC Lifeline Foundation, please visit our website, [ecmclifeline.org](http://ecmclifeline.org) or call 898-5800.

*continued*



*Sharon L. Hanson (left), Chair, ECMC Corp.; and Jody L. Lomeo (right), CEO, ECMC Corp., present Lifeline Distinguished Nursing Honoree Award to Linda M. Schwab, M.S., R.N. (center), Trauma Program Coordinator for ECMC and the Western New York Region.*



*Brian M. Murray, M.D. (left), Chief Medical Officer and Attending Physician, Internal Medicine, ECMC Corp., and Associate Professor of Medicine, Department of Medicine, S.U.N.Y. at Buffalo, accepts the Lifeline Distinguished Physician Honoree Award from Sharon L. Hanson (center) Chair, ECMC Corp.; and Jody L. Lomeo (right), CEO, ECMC Corp.*



2010 SPRINGFEST  
**Swingfest**  
 FEATURING  
**BIG BAD VOODOO DADDY**  
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# A very special thank you to our sponsors who made our 2010 Springfest Gala a success!



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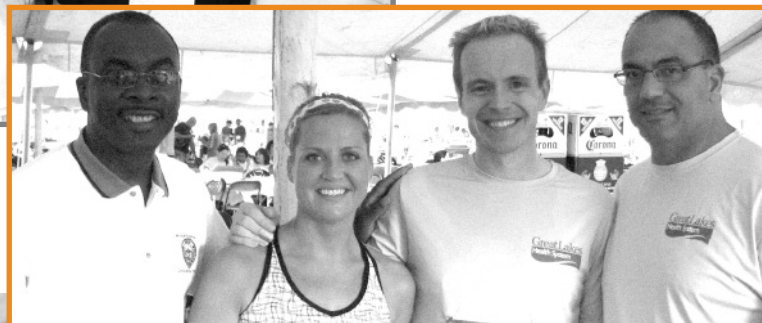
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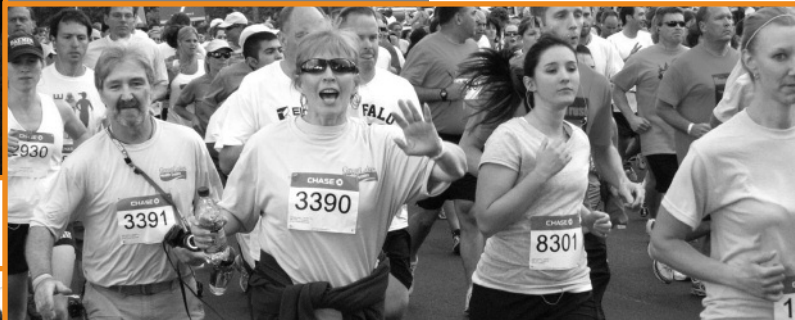


# ECMC Teams-up for Corporate Challenge 2010

Special thanks to Joe's Deli and Morrison Food Service for the delicious foods and beverages as well as all their hard work in preparing and presenting their culinary specialties!







# Hospital and health plan CEOs sign patient consent forms, kick off industry drive

*Goal of drive is to secure 10,000 signed consent forms from hospital and health plan employees*

*Drive continues the momentum from recent \$16.1 million Beacon Community Award from Obama Administration to HEALTHeLINK*

*Leading area hospital system and health plan CEOs assembled at table during June 2, 2010 news conference during which they signed consents to allow their health information to be available to healthcare professionals electronically through HEALTHeLINK.*



ECMC CEO  
Jody Lomeo  
signs  
HEALTHeLINK  
consent

On June 2, 2010, the CEOs of the region's leading hospital systems and health plans who also represent the founding organizations of HEALTHeLINK, the Western New

York Clinical Information Exchange, launched a month-long drive to increase the number of completed patient consent/election forms. The CEOs gathered at Computer Task Group (CTG) headquarters on Delaware Avenue to sign their own consent/election forms as part of an effort to obtain an additional 10,000 forms from their employees. By signing a consent/election form, a patient indicates their choice as to whether or not they would like their clinical information accessible to physicians and other healthcare professionals through HEALTHeLINK. It is to the patient's benefit to have his or her wishes about access to their information acknowledged before they are faced with a medical emergency.

"Today marks yet another example of the unprecedented level of collaboration among the leaders of the region's health care system," said Daniel Porreca, executive director, HEALTHeLINK. "This collaboration has been critical to the success of HEALTHeLINK which was illustrated through the recent announcement by the Obama Administration where our organization was awarded \$16.1 million, which was the largest Beacon Community Program allocation in the United States."

Among the CEOs who signed their consent/election forms at the event at CTG were Alphonso O'Neil-White, president and CEO of BlueCross BlueShield of Western New York; Joseph McDonald, president and CEO of the Catholic Health System; Jody Lomeo, CEO of Erie County Medical Center Corporation; Dr. Michael Cropp, president and CEO of Independent Health and





*Posing for media adjacent to the HEALTHeLINK banner during June 2, 2010 news conference are CEOs (left to right) of area hospital systems and health plans, including: Dr. Donald Trump, president and CEO of Roswell Park Cancer Institute; Alphonso O'Neil-White, president and CEO of BlueCross BlueShield of Western New York; Jody Lomeo, CEO, ECMC Corporation; Dr. Michael Cropp, president and CEO of Independent Health and the chairman of the board of directors of HEALTHeLINK; James Kaskie, president and CEO of Kaleida Health; Art Wingerter, president and CEO of Univera Healthcare; and Joseph McDonald, president and CEO of the Catholic Health System.*

the chairman of the board of directors of HEALTHeLINK; James Kaskie, president and CEO of Kaleida Health; Dr. Donald Trump, president and CEO of Roswell Park Cancer Institute; and Art Wingerter, president and CEO of Univera Healthcare.

"There is no doubt that HEALTHeLINK is among the leading regional health information organizations in the country, and credit for that goes to these CEOs who had the foresight to provide the human and financial resources to bring us to the level of success we are at today," Porreca concluded.

To date, more than 90,000 individuals throughout Western New York have signed consent/election forms, with the vast majority agreeing to have potentially life-saving information available to physicians where and when it's needed most.

Often patients are asked to acknowledge their choice in their physician's office; however, patients need not wait for a visit to the doctor. Patients who sign consent forms outside a clinical setting must have a witness countersign the document as well. To learn more about HEALTHeLINK and the patient consent process, health care consumers are encouraged to call 716-206-0993, ext. 311.

**About HEALTHeLINK:** HEALTHeLINK, the Western New York clinical information exchange, is a collaborative effort among various organizations to share clinical information in efficient and meaningful ways to improve the delivery of care, enhance clinical outcomes, and help control healthcare costs throughout the region. The not-for-profit organization was established through funding from The Catholic Health System, Erie County Medical Center Corporation, HealthNow New York (BlueCross BlueShield of Western New York), Independent Health Association, Kaleida Health, Roswell Park Cancer Institute, Univera Healthcare and the Health Care Efficiency and Affordability Law for New Yorkers Capital Grant Program (HEAL NY) from New York State. HEALTHeLINK also received the country's largest grant as part of the United States Department of Health and Human Services' Beacon Community Cooperative Agreement Program. HEALTHeLINK stakeholders include a broad representation of healthcare professionals and organizations throughout the eight-county Western New York region such as the Buffalo Academy of Medicine (BAM), Erie County Department of Health (ECDOH), State University of New York at Buffalo and the WNY R-AHEC (Rural Area Health Education Center). For more information on HEALTHeLINK, visit [www.wnyhealthelink.com](http://www.wnyhealthelink.com) or call 716-206-0993, ext. 311.



# ECMC patient Michael Gifford, Mother Bonnie and other family members present check to ECMC for Trauma Intensive Care, Medical/Surgical and Rehab Units



*During a June 17th news conference in ECMC's Trauma Intensive Care Unit, Bonnie Gifford (at podium), mother of ECMC patient Michael Gifford (fourth from left), expresses thanks to ECMC clinical staff members for the exceptional life-saving and follow-up care that her son received at ECMC. Michael's sister (first from left), his grandmother (second from left) along with ECMC Corp. CEO Jody Lomeo (third from left), ECMC Clinical Director of Surgery Dr. William Flynn (fifth from left) and other ECMC clinical/administrative staff listen as Mrs. Gifford comments.*

On January 21, 2010, Michael A. Gifford of Youngstown was seriously injured when his sport utility vehicle rear-ended a state Department of Transportation plow truck doing patching work on the Robert Moses Parkway near Pletcher Road. Michael A. Gifford, 18, was taken by Mercy Flight to Erie County Medical Center, where he was treated for multiple fractures and received emergency, trauma, medical/surgical, as well as in-patient rehabilitation care.

The Gifford family held a benefit on April 11, from which proceeds were intended to be donated to ECMC, Mercy Flight, Upper Mountain Fire Department, and the Lewiston Fire Department #1, which provided emergency services at the scene of the accident and/or emergency transport to ECMC.

On June 17, 2010, ECMC patient Michael Gifford and family presented a check in the amount of \$7,000 to ECMC, in appreciation of the life-saving and follow-up care received. The Gifford family members expressed their appreciation to ECMC through the donation earmarked for the departments that saved Michael Gifford's life and provided follow-up care: the Trauma Intensive Care Unit, \$4,000; the Medical/Surgical Unit (7th Floor), \$1,500; and the Inpatient Rehabilitation Unit (8th Floor), \$1,500.



*On June 17th, the Gifford family presented ECMC clinical staff members with a \$7,000 donation for the Medical Center's Trauma, Medical/Surgical, and Rehab Units.*

# Sexual Assault Nurse Examiner Educational Program conducted at ECMC

**Keynote speaker Rosanne E. Johnson, Bureau Chief, Special Victims Bureau, Erie County**



On April 21, the Western New York Sexual Assault Nurse Examiner (SANE) Network educational program was conducted at ECMC. The goal of the SANE educational program is to provide the SANE nurses of Erie County the opportunity to collaborate with colleagues and members of the Sexual Assault Response Team.

Karen Beckman, MSN, RN, Clinical Nurse Specialist, Emergency Department, ECMC, welcomed guests and presented an introduction to the area SANE nurses in attendance. Rebecca Roloff of Women and Children's Hospital introduced keynote speaker Rosanne E. Johnson, graduate of the SUNY at Buffalo law school and prosecutor at the Erie County District Attorney Office for 22 years, who currently serves as Bureau Chief for the Special Victims Bureau where she oversees the prosecution of all sexual assault and child abuse cases in Erie County. Amanda Kramer of Kenmore Mercy Hospital

and Lynette Wryk of Sisters of Charity Hospital discussed nursing documentation. Holly Franz of Crisis Services made closing remarks.

By the end of the educational program, those in attendance were expected to be able to discuss the SANE nurse role(s) and responsibilities in the judicial process, explore legal and ethical issues in SANE forensic documentation, and discuss/demonstrate SANE documentation.



**Karen Beckman, MSN, RN, Clinical Nurse Specialist, Emergency Department, ECMC**

## What is a Nurse Residency?

A nurse residency program is a professional development program targeting new graduate nurses. The new graduate nurse will be hired onto their home unit. The program begins by protecting the unit orientation time with a trained preceptor. The new nurses will then be connected with a mentor, a nurse who does not evaluate the new graduate, but offers psychosocial and professional support throughout the first year as the new nurse transitions into their

first professional role. Mentors act as a big brother or big sister-type of support, offering non-judgmental support and practical guidance. Finally, the new graduate nurses will be offered monthly off-unit, interactive educational professional days to review their new knowledge and skills in a safe learning environment. These educational sessions are scheduled to last about 6.5 hours each month.

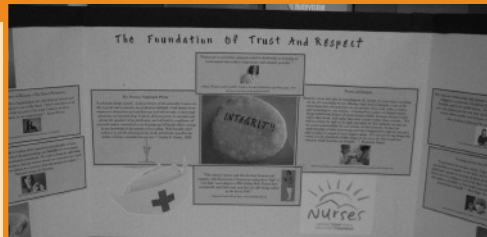


**WNY NRP Advisory Team (from left to right):** Back Row, Diane Ceravolo (KH), Dr. Judith Lewis (D'Youville College), Bonnie Glica and Cam Schmidt (ECMC), Patti Losito (ECC) Pat Volker (KH), Martha Kershaw and Mimi Haskins (RPCI), Nadine Tricioli-Billingsley (KH), Cindy Wcislo (VA). Front row: Jessica Castner (D'Youville College), Lynn Whitehead (ECMC), Laura Russillio (VA), Renee Sylvies (KH), and Jill Cudney (RPCI). Not Pictured: Debbie Brownsey, Kelly Foltz-Ramos, Rebecca Roloff, and Rosanna Schultz (KH), and Yvonne Scherer (SUNY UB).

*This article and photograph re-printed courtesy of the ECMC member nurses of the Oishei WNY Residency Program as published in the "Oishei Western New York Nurse Residency Program Newsletter; Volume 1, Issue 1, June 2010."*



# Nurses' Week (May 6-12, 2010) Celebration



## THE SELF EMPOWERMENT PLEDGE

Seven Simple Promises That Will Change Your Life

### Monday's Promise: Responsibility

I will take complete responsibility for my health, my happiness, my success, and my life, and will not blame others for my problems or predicaments.

### Tuesday's Promise: Accountability

I will not allow low self-esteem, self-limiting beliefs, or the negativity of others to prevent me from achieving my authentic goals and from becoming the person I am meant to be.

### Wednesday's Promise: Determination

I will do the things I'm afraid to do, but which I know should be done. Sometimes this will mean asking for help to do that which I cannot do by myself.

### Thursday's Promise: Contribution

I will earn the help I need in advance by helping other people now, and repay the help I receive by serving others later.

### Friday's Promise: Resilience

I will face rejection and failure with courage, awareness, and perseverance, making these experiences the platform for future acceptance and success.

### Saturday's Promise: Perspective

Though I might not understand why adversity happens, by my conscious choice I will find strength, compassion, and grace through my trials.

### Sunday's Promise: Faith

My faith and my gratitude for all that I have been blessed with will shine through in my attitudes and in my actions.

[www.Pledge-Power.com](http://www.Pledge-Power.com)

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# One year of Transforming Care at the Bedside

***Submitted by Allison Dunster, RN,  
Charge Nurse, 12th Floor, Zone 3***

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This month, staff members of the 12th Floor, Zone 3 are celebrating their one year anniversary of joining a national nursing initiative called TCAB (Transforming Care At the Bedside). ECMC was able to join TCAB through a grant the hospital received from the Robert Wood Johnson Foundation. The TCAB organization is composed of many groups from many diverse hospitals across the U.S. Through this opportunity, each participating hospital's bedside staff is challenged to think out of the box to improve patient care. These teams frequently communicate through telephone, internet and conferences to brainstorm, share and reflect on innovations.

Over the past year, 12, Zone 3 staff members have evaluated/implemented 35 different innovations, ranging from trying to decrease our incidences of pressure ulcers to improving patient communication boards. As a result of these initiatives, the staff has had both successes and learned lessons. The staff has made changes in some practices, leading to increased efficiency, better patient outcomes and increased staff satisfaction. Changing practice and outlook as healthcare professionals is difficult, but it has proven to be a beneficial and rewarding effort.

This past September, 12 Zone 3 staff identified decreasing patient falls by 50% as a TCAB initiative. After identifying the issue and the projected goal, the team went to work analyzing how to identify patients at risk for falls, communicating this information to other staff members along with methods to prevent falls. Some of the changes that were brought about were for nurses to be able to override the Hendrich Fall Assessment Scale and identify a patient at high fall risk in Meditech (electronic medical informa-

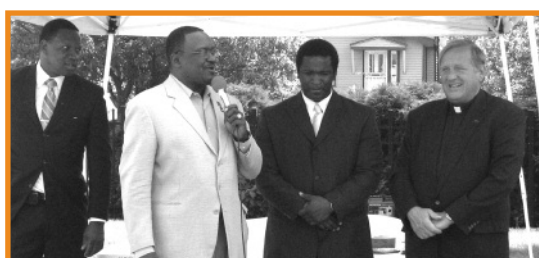
tion system). For communication, staff marks which patients are at high fall risk on a census board, as a nursing diagnosis on the care plan and in the bedside report. Many nursing interventions were "trialed" (tested) from September to present, resulting in the establishment of a standard intervention that will be in-serviced (taught) to the rest of the inpatient floor staff. This will include strict use of the bed alarm for patients at high risk for falls. The bed alarm system is great for quick notification that a patient needs some assistance. It also includes changing the hospital's fall bracelets to a solid red plastic band, and applying two fall bracelets to every patient at high risk; one to the patient's wrist and one to the foot of the bed. The team studied these interventions from October through January. With these initiatives, nursing staff members: were able to decrease the incidence of falls by 50 percent, had no falls with injury, and have spans of time without falls reaching over 80 days. These results are encouraging, demonstrating that bedside staff can make a significant change in decreasing adverse events.

TCAB supports the great practice of identifying and working to solve a problem as the bedside team, and promotes the idea of "shamelessly stealing" good ideas from the other hospitals. ECMC 12 Zone 3 staff members hope that the other floors in this hospital can benefit from the work that is being done here, and will "shamelessly steal" the TCAB process to make innovations of their own.

## Farmers' Market at Grider



The "Farmers' Market at Grider" opened on ECMC's campus on Friday May 21, 2010. The Market continues each Friday, from 10:00 AM to 4:00 PM, through October 29th. In July, the "Farmers' Market at Grider" will be relocated to a permanent site on the east side of Grider Street, between Kensington and East Delavan Avenues across from the ECMC campus and adjacent to the former Catholic Charities and the Ephesus Ministries buildings.



## Green Options Buffalo Holds Bicycle Drive

Green Options Buffalo partnered with ECMC to hold a bicycle drive in an effort to collect used and damaged bicycles that will be recycled by volunteers and given back to the youth in the neighborhood. The bicycle drive was held on Friday April 16th under the emergency ramp at ECMC. Employees at ECMC and residents of the community at large were asked to bring in there unused or outgrown bicycles while staff members from Green Options were on site to collect them.

"This is a wonderful way to recycle, spring clean and give back to the community," stated Rita Hubbard-Robinson, Corporate Training Director for ECMC. "We want to encourage youth to be fit and have fun this summer. The bicycles will accomplish both goals for children in the Delavan Grider Community. I am very pleased that my co-workers from ECMC are participating in this worthwhile event."



Green Options Buffalo, through its programs and volunteer opportunities, work to provide all ages the chance to learn basic mechanic and problem solving skills, learn how their actions can impact their health and the health of their communities and have a positive impact on the environment through reducing the amount of used bicycles entering the waste stream, curtailing car emissions and circulating hundreds of bicycles back into the community.

"Our mission," stated Justin Booth, Executive Director of Green Options Buffalo, "is to provide healthy, environmentally sustainable, community friendly transportation options. We continue to strive to encourage more people to embrace bicycling as a resource within our community, making it safe and accessible to enhance Buffalo's quality of life and to attract others here to live, work and play."

# ECMC Orthopaedic Ads Win National Award

*Steve Christie campaign for orthopaedics claims bronze in major competition*

On May 12, 2010, Erie County Medical Center received a bronze medal in the 27th Annual Aster Awards sponsored by Healthcare Marketing Report for the hospital's advertising campaign late last year featuring former Bills placekicker Steve Christie endorsing ECMC Orthopaedics.

With more than 4,000 entries nationwide in 70 advertising and media categories, the ECMC campaign by Eric Mower and Associates' Buffalo office won the bronze medal for the largest entry group – hospitals with 500 or more beds – and in the biggest category, "Total Advertising Campaigns."

"Our 'Steve Christie' campaign was particularly successful in raising awareness of ECMC's first-class orthopaedic services and doctors. It created a lot of interest and calls from new patients," said Thomas Quatroche, PhD, ECMC senior vice president of marketing, planning and business development. "As we coordinate specialties with Great Lakes Health, ECMC will become home to a new bone health center, with expanded orthopaedic care, and we're pleased to see that this advertising campaign, when judged against those of the largest hospitals nationwide, stood out among its peers."

The campaign, which ran in television, print, radio and Web versions last fall and early this winter, aimed at athletes and former athletes and other active people who, like Christie, remain energetic in later life. An active life that includes skiing, gardening, home renovation and gym workouts can lead to knee, shoulder, ankle and hip, spine, hand and wrist problems and ECMC surgeons are equipped to handle all of them.

"We were pleased to collaborate with ECMC, CEO Jody Lomeo, Tom Quatroche and their pre-

mier surgeons on this notable campaign," said Doug Bean, EMA managing partner. "Tom signed Steve Christie for us and then we all ran with it. I want to thank our creative team members for their inspiration and Steve for being such a trouper and effective spokesman."

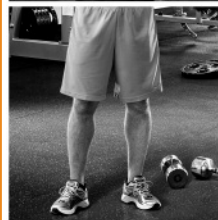
The advertising award competition, the oldest and largest of healthcare advertising awards, recognizes outstanding work and creative inspiration. A national panel of judges determined the awards for "those entries that exemplify exceptional quality, creativity and message effectiveness," according to the award brief.

Healthcare Marketing Report is widely regarded as the national newspaper of healthcare marketing. Entries were judged on creativity, layout/design, typography, production, knowledge transfer and overall quality.

"This campaign attracted attention because it included a well-known and respected Buffalo Bill and community member who Western New Yorkers related easily to, both because he was recognizable, and because he is a now a 'regular guy' who could experience an orthopaedic injury," Quatroche said. "This was a great team effort and created more interest than we could have ever hoped."

EMA's Buffalo office, ranked the region's largest by *Business First*, is one of the independent agency's eight nationwide. It employs 42 people who handle accounts including HealthNow, Fisher-Price, Ford Dealers of Western New York, Transition Lenses, North American Breweries/Labatt and National Fuel Gas.

You don't have to play pro football to have an orthopaedic injury.



Kick off your comeback at ECMC.  
Life happens. The whether you run your career off kilter, or playing with your grandkids, you want the best orthopaedic surgeons to help with your comeback. At ECMC, we have some of the area's leading experts in orthopaedics, including surgeons who are affiliated with the University at Buffalo and Erie County Orthopaedics. They treat a range of major trauma every day, which makes them exceptionally skilled and highly experienced. So if you or someone you love has an orthopaedic injury, call the pros at ECMC.



## About Eric Mower and Associates:

EMA is an integrated marketing communications agency with specialized expertise in business-to-business marketing, public relations and public affairs, consumer advertising, brand promotion and digital/direct/relationship marketing. With offices in Charlotte, N.C.; Buffalo, Rochester, Syracuse and Albany, N.Y.; Atlanta, Ga.; and Sarasota, Fla., plus a service office in Los Angeles, EMA serves clients throughout the United States. EMA also serves

many of its clients through IN, a worldwide network of leading independent advertising agencies in more than 90 countries. EMA belongs to the American Association of Advertising Agencies and IPREX, a worldwide partnership of independent public relations firms. EMA has 250 professionals and estimated 2009 capitalized billings of \$220 million. Visit [www.mower.com](http://www.mower.com) for more information.



# Congratulations to all Nursing Award Nominees



*"Outstanding Staff  
Nurse Nominee"*

**Jennifer Maloney, RN, BSN**  
Charge Nurse  
Medical/Surgical Nursing  
Unit, ECMC

We gratefully acknowledge all of the area's many dedicated professional nurses, including this year's nominees, but especially those at ECMC who enable us to maintain excellent patient outcomes.

ECMC has some of the best outcomes in New York State. Many of the reasons for our successes can be directly attributed to our exceptional nursing staff.



*"Nurse of Distinction  
Nominee"*

**Stacey Forgensi,**  
**CCRN, CCDS,**  
Clinical Documentation  
Specialist, Health  
Information Management  
Department, ECMC



GreatLakes  
Health

ECMC.EDU (716) 898-3000

## ECMC Nurse of the Month



### Michelle Crombie - June

Senior Licensed Practical Nurse **Michelle Crombie, Sr. LPN**, works on the 8th Floor, North. Michelle is an excellent example of a dedicated employee. Her genuineness and compassion is evident in how she practices and interacts with her patients, their families and the multi-disciplinary team. Michelle is not only a team player but a team builder as well. Her advocacy for patients is at the forefront. Michelle's commitment and

dedication to the nursing profession makes her a true asset to our mission here at ECMC.

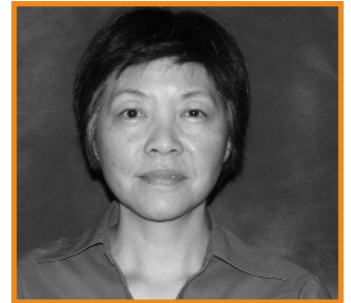
### Christine Scibetta - May

**Christine Scibetta, RN**, currently works on the 7th Floor, South. She is a compassionate nurse not only towards her patients but to the staff as well. With over 20 years of experience, Christine is knowledgeable and resourceful. Christine always makes sure that each of her patients is cared for, especially at the time of discharge. Christine always has a pleasant disposition. Congratulations Christine. You have been a valuable gift to ECMC.

(CAMERA SHY)

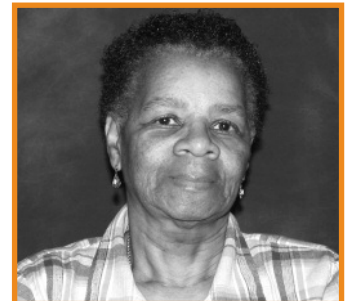
# ECMC

## Employee of the Month



### Loli Cheng - May

**Loli Cheng, ACC**, is more than just an Administrative Control Clerk for ECMC on the 10th Floor South, Loli is an exceptional employee. Loli works in a very busy 20-bed unit with a variety of patients. Many people/departments including several different medicine and surgical services, therapists, nurses and visitors rely on Loli to carry out their many requests to make sure patients' needs are met. The manner in which Loli performs her job is to be commended. Loli is always pleasant and friendly to everyone she encounters. She doesn't just "do" her job, she performs it with pride. Although Loli is assigned to 10 Zone 2, there are many days she cross-covers both 10 Zone 1 and 10 Zone 2. Even when expected to take on the responsibility of another zone which doubles her work load, Loli's work ethics remain superb. She carries out her duties thoroughly without a complaint. Loli is one of a kind which makes her admired and appreciated by her peers. Thank you, Loli, and keep up the great work!



### Barbara McCoy-Barr - May

In January 1968, **Barbara A. McCoy-Barr** began working in Erie County Home and Infirmary. A year later, she obtained her Licensed Practical Nurse (LPN) license from the Buffalo General Hospital School of Nursing. She went on to attend the University at Buffalo. In 1982, Barbara transferred to ECMC where she worked in the Emergency Room for several years. Later in her career, she worked in other units and areas. While in the clinics, she received great support and encouragement from her supervisor Sally Callahan.

Barbara has been a dedicated member of the Pastoral Care Department for almost 20 years. She volunteers on Mondays, updating printed materials, giving chaplains their assignments, researching special days, and helping with programs, events and decorations. Thank you Barbara, and a special thanks to your husband Raymond (known as "Mr. Coffee").

Barbara has a grandson and a grand-daughter serving in the United States Air Force and another grand-daughter serving in the United States Army.



### Esther Andino - June

Hospital Aide **Esther Andino, HA**, is an asset to ECMC's Behavioral Health/Adolescent Unit (4th Floor, Zone 4) as she is compassionate, caring, and works well with patients and her co-workers. She is very helpful to any staff members who "float" to the unit and will assist as well as she is able. Esther has a lot

to give to both her patients and her co-workers. Esther is pleasant, helpful, and a pleasure with which to work. Congratulations Esther and thank you for all you do!

# ECMC

## Volunteer of the Month

### Dolores Myles - June



**Dolores Myles** has been a Volunteer at ECMC since 2001. Her experience at the medical center includes working in Human Resources, Physical Therapy, Pastoral Care, Pre-Admission Testing, the Volunteer Office and currently in the Postoperative Anesthetic Care Unit (PACU). Dolores has been described by those in the PACU as a "personable, welcoming, hard worker, who is efficient, and always greeting customers and staff with a smile."

She is very outgoing and willing to help others while maintaining a positive attitude. Often Dolores works all night as a personal care aide and then comes to the PACU that morning to help out. She also volunteers on Saturdays when she is unable to come in during the week. Thank you, Dolores, for your years of service and commitment to ECMC.

# "I am ECMC" Committee Visits



**Jody Lomeo**

Chief Executive Officer

Years of service: 10

Came to ECMC because he was asked to serve on the Board of Managers by former County Executive Joel Giambra

What he likes: "First, I believe in the mission of the hospital. I am grateful and inspired by our employees who make the mission of the hospital a reality for the patients and our community. I enjoy that we are making an impact on this community and have an opportunity to deliver high quality healthcare to the citizens of Western New York."



**Mark Barabas**

Chief Operating Officer

Years of service: 3

Came to ECMC for the opportunity to work in a complex environment that looked like it was headed for merger.

"It's what I do."

What he likes: "The hospitals mission and what we mean to the community. It's what we work for. I like Buffalo because it a rust belt, blue collar town like the area I grew up in."



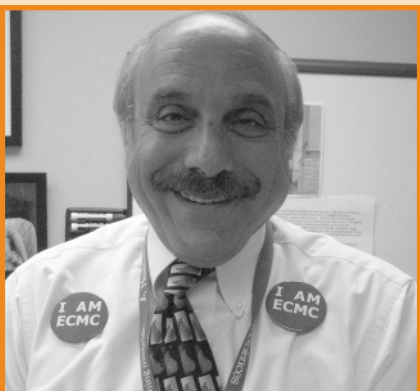
**Mike Sammarco**

Chief Financial Officer

Years of service: 4

Came to ECMC because everyone is committed to doing a great job.

What he likes: "The employees give it their all and it's challenging."



**Ken Richmond**

Senior Vice President of Operations

Years of service: 5

Came to ECMC for the opportunity to work at an institution and live in a community where he can make a difference." What he likes: "I like the commitment of the hospital team to our patients and the overall family environment in Buffalo."



**Rich Cleland**

Senior Vice President of Operations

Years of service: 11 total (worked 6 years as Asst. Director, then Director of Environmental Services; now Sr. VP of Operations)

Came to ECMC because it was a great opportunity at age 24, just out of college, to work for a dynamic healthcare facility. Returned: Recruited by CEO for Erie County Home Administrator; while looking for a new challenge What he likes: "The hospital mission: We are a safety net facility. We take care of a vulnerable population and provide service that no one else provides. Just knowing you have a part in that is so meaningful."



**Tom Quatroche**

Senior Vice President of Planning, Marketing and Business Development

Years of service: 6

Came to ECMC because his father-in-law had brain trauma rehab at ECMC and it was the best hospital experience the family had ever had.

What he likes: "I know the level of care we provide here and I'm proud of it. We perform miracles everyday. It's a privilege to be associated with the physicians, nurses and staff."





**Joe Cirillo**

*Director of Public Relations and Communications*

*Years of service: 16*

*Came to ECMC under contract as marketing/public relations consultant for first year and was asked to become a permanent employee. Appointed associate director of marketing, prior to becoming director of public relations/communications.*

*What he likes: "I enjoy working here because ECMC is vitally important to the community and we make a difference in people's lives."*



**Pat Grasha**

*Administrative Assistant to ECMC Corporation Board of Managers/Directors*

*Years of service: 23*

*Originally came to ECMC to work for Biomed Communications (She ran a dance studio at the time and this was to be a part time job). They would do skits for the patients and had a bingo program on the hospital TV station.*



**Kathy Gellart**

*Administrative Assistant to ECMC Corporation CEO and COO*

*Years of service: 10*

*Came to ECMC from Erie County government.*

*What she likes: "It's an extension of my family. Everyone is so kind."*



**Lisa Nelson**

*Jr. Administrative Assistant II*

*Years of service: 4*

*Had been working with nursing at another facility, came to ECMC for the opportunity to work with physicians.*

*What she likes: "It's a privilege to work with the physician. It's fabulous!"*



**Patty Chase**

*Administrative Assistant*

*Years of service: 12*

*Came to ECMC via Civil Service; started in the clinics, rehab and now in Administration for the last year.*

*What she likes: "The flexibility and the people are nice. It's like a family."*

MED-CENTER

# Pulse

*Med-Center Pulse is a monthly publication of the Public Relations/Communications Department of ECMC Corporation*

**Editor: Joseph B. Cirillo**

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## Special Notice of Change in ECMC Med-Center Pulse Publication Schedule

Published by the ECMC Corporation Public Relations/Communications Department, Med-Center Pulse is now published every other month (bimonthly as a two-month issue) available at the end of the second month of each bimonthly issue. Therefore, the article/photo submission schedule is revised accordingly. All submissions must be received by the end of the first month of the issue as follows:

ISSUES	SUBMISSION DUE DATES
January-February	End of January
March-April	End of March
May-June	End of May
July-August	End of July
September-October	End of September
November-December	End of November

ALL SUBMISSIONS ARE REQUIRED IN ELECTRONIC FORM (either as text in e-mail or as Microsoft Word files/attachments). Photographs must be forwarded as digital files/scans and attached to e-mail or submitted on CD, DVD, or USB devices.

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**THE CULTURE OF CARE**

462 Grider Street • Buffalo, New York 14215



## Tournament of Life Golf Classic

**Monday, August 16, 2010  
Park Country Club**

**For additional information, contact  
the ECMC Lifeline Foundation office  
at 716-898-5881**