

JUNE 2019

BILLBOARD



A MONTHLY NEWSLETTER FOR EMPLOYEES AND FRIENDS OF BOTHWELL REGIONAL HEALTH CENTER



CHANGE IS GOOD

A Letter from Lori

Change is not always easy, but it can be for the good.

I know that I am not alone when it comes to having a little anxiety about starting a new job (in a new town, in a new State). Many of the co-workers in orientation with me probably shared my anxiety...what will it be like here?...Have I made the right decision?... After my first two weeks at Bothwell, I can tell you that any trepidation is completely gone. I have felt welcomed and everyone has been so naturally friendly that it would be hard not to love the place. Everyone had told me that the culture at Bothwell feels like family, now I know what they were talking about.

[READ MORE ON THE PAGE 2 ►](#)

"Everyone told me the culture at Bothwell feels like a family, now I know what they were talking about."



Lori Wightman

**BOTHWELL
FAMILY GROWS**
TLC Pediatrics to
Join the Family

**EMPLOYEE OF
THE MONTH**
Kristy Musgrave

MARKETING 101
Marketing and Communication
Department Changes

BOTHWELL FAMILY CONTINUES TO GROW **TLC Pediatrics to Join the Family**

A new partnership between Bothwell Regional Health Center and a local pediatric clinic will expand pediatric health care in Sedalia. On July 1, both TLC clinics in Sedalia and Marshall will merge under the Bothwell name and become Bothwell TLC Pediatrics. This union will allow our TLC Pediatrics to continue providing the same standard of care while also joining the Bothwell family.

“The decision to acquire TLC Pediatrics came after discussions with Dr. Assad Shaffiey, the founder and president of TLC Pediatrics and key hospital leaders,” said Rose McMullin.

Bothwell has hired Dr. Stephanie Lind to join Dr. Shaffiey at the clinic, beginning in August. Also, the hospital will bring Belinda Harper, a nurse practitioner who formerly worked at TLC part-time, back to the clinic full time to work alongside nurse practitioner Sarah Price. This team will be able to expand the services of the clinic and offer the highest quality care to every child they see.

Join us as we welcome TLC Pediatrics into the Bothwell family of clinics to provide tender, loving care to our community for years to come.

“We believe this will be an excellent partnership for Dr. Shaffiey, his staff, the hospital and for the community.”

– Rose McMullin
Bothwell CNO



GET WELL. STAY WELL. BOTHWELL.

Change is Good: A Letter from Lori (continued)

Over the coming months, I plan to learn more about Bothwell and work side by side with individuals to learn more about each department and clinic. I look forward to not only meeting members of the Bothwell family, but understanding your work and your role in providing patients an exceptional and safe experience.

Thank you for welcoming me and my making my first few weeks enjoyable. I know I am in the right place and ready to go to work. I know that moving to Sedalia and starting a new job is a change, but I know it was a good decision.

~Lori Wightman

ONE CALL CENTRAL SCHEDULING

As many of you know, we have recently implemented a new phone system to be able to place new patients with available providers and ease the burden on clinics in managing phone calls. We implemented new technology to do this and changed some of our systems and processes to be better equipped to serve BRHC patients and area residents.

We've had an internal project team working on the new system for the last several months to be able to make the change to the new phone system as seamless of a transition as possible. While they worked diligently, they could not plan for every possible scenario. As a result, there have been some challenges rolling out the new system.

Over the last several days, our project team and Senior Leadership Team have been working to overcome these challenges by making updates to the operating system to make it more beneficial for all Bothwell clinics, providers, nurses and patients.

We greatly appreciate the understanding and patience all of our employees have shown as we implement this change. Our goal is to make this a godsend, a helpful and efficient system that is easy to operate for patients and all of our staff.



Over the next couple of weeks, new options will be provided to enhance access for all clinic personnel and patients. A roll-over line will be implemented that will be customized to fit the unique needs of each clinic. Patients will be able to call the same clinic phone number they've been calling for years if they choose, or they can continue to use the One Call number if they prefer. In addition, a direct access extension number will be provided to each clinic for faster access to other clinics/departments.

While there have been complaints, mostly related to time on the line, the new Central Scheduling system has successfully handled thousands of phone calls from patients.

We've heard positive feedback about how friendly our Call Center staff is and how effective they are in serving patients. You may know some of these folks as friends and neighbors, as our team is comprised of Bothwell employees with over 100 years of combined service, located right here in Sedalia.

We ask for your continued understanding and patience as we continue to implement changes to make the new system as efficient and effective as possible. We're all committed to working together to provide exceptional health and wellness services to our community.

BOTHWELL HONORED FOR EXCELLENCE IN STATEWIDE COMPETITION

This year, Bothwell has received statewide recognition for two marketing projects. The first project recognized is the newsletter you are currently reading. That's right! The Billboard newsletter produced each month to help keep employees and stakeholders informed of happenings around the hospital was awarded second place in the Internal Publications category at the annual Show-Me Excellence Awards.

The Show-Me Excellence Awards, presented annually by the Missouri Association for Healthcare Public Relations and Marketing (MAHPRM), recognize high achievement and superb quality in advertising, marketing and public relations projects produced by hospitals and health care systems throughout the state.

In addition to the Billboard, Bothwell received second place in the Special Marketing or Public Relations Projects category for the Be the Key Campaign developed and implemented by the Bothwell Foundation. The campaign goal for "Be the Key" was to raise \$200,000 towards the purchase of the new stereotactic breast biopsy system. There were three different components of the campaign; establish an employee giving campaign, raise community awareness and fundraising activities through Pinktober events, and the biannual Bothwell Foundation benefit. Thank you to all hospital employees and hospital board members who participated in the campaign!



The awards were presented at the MAHPRM Summer Forum in June. A statewide panel of public relations and marketing professionals judged the 147 entries in this year's competition.

The awards competition was established by MAHPRM in 1981 and is the only Missouri competition dedicated to hospital and health care public relations and communications efforts. With 22 categories, the competition included projects in media relations, advertising, publications, writing, photography, marketing and public relations.

MRI SAFETY WEEK July 22–28

July 22–28 is MRI Safety Week! To celebrate, the MRI staff at Bothwell want to share some tips on how to stay safe around MR equipment. Patients and staff alike are at risk when MR equipment is in use. Improper use of the equipment can result in burns, hearing damage, injury from projectiles, and other harm for patients and employees. Even with the high risk of danger associated with MR equipment, there are several easy steps to take to ensure the safety of everyone involved in the process.

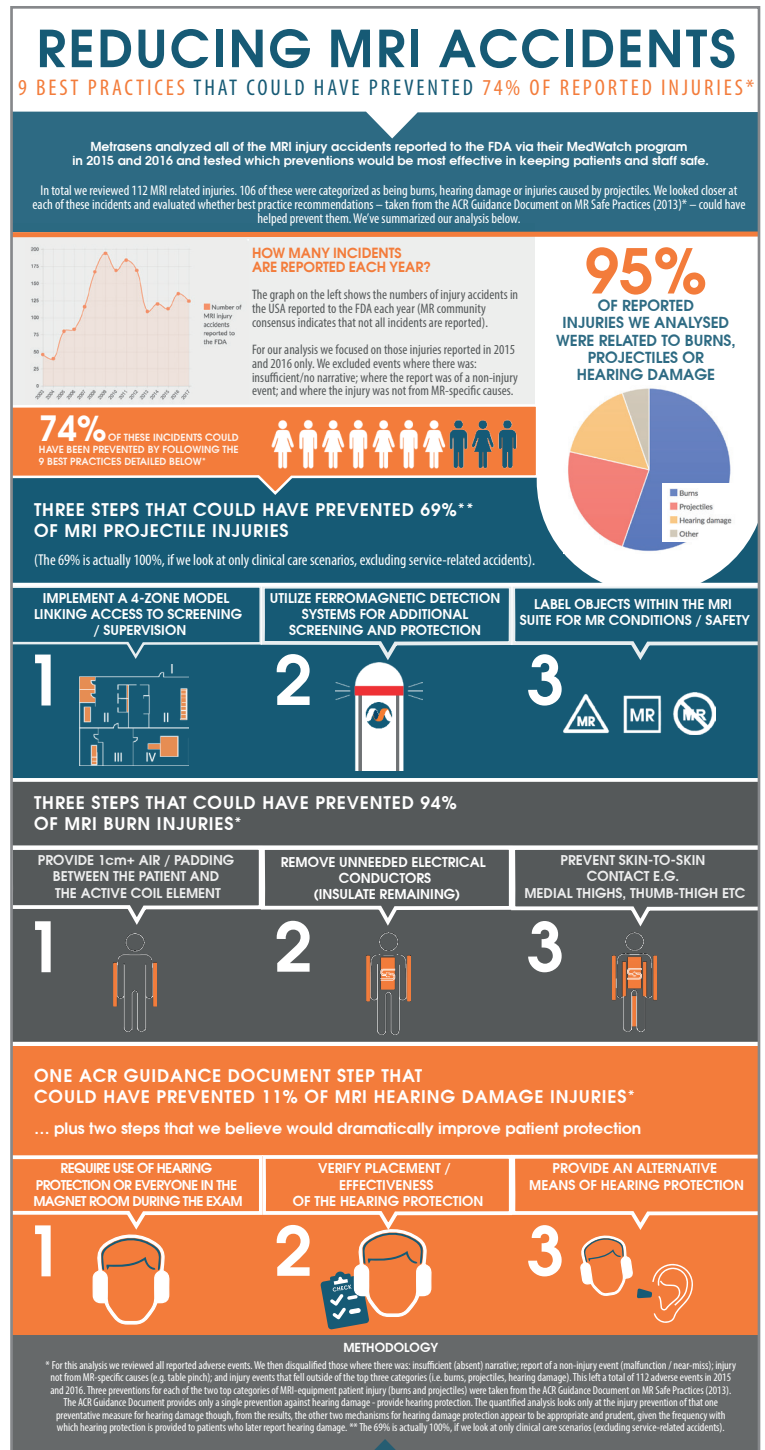
An MR system utilizes a strong magnet that is always on. Be sure no metal objects are taken into the MR system room, as metal objects could result in injury or damage to the equipment. Also, anyone who wishes to enter the MR system room must have permission from authorized MRI personnel.

To protect against hearing loss, the American College of Radiology recommends hearing protection be required for everyone in the magnet room during the MRI. Additionally, Metrasens suggests verifying the effectiveness of hearing protection and, if necessary, providing an alternate means of protection.

According to Metrasens, over half of all MRI-related injuries reported to the FDA in 2015 and 2016 were burns. In order to help prevent burns, Metrasens suggests padding the area between the patient and the active coil element, removing unneeded electrical conductors and insulating the remaining ones, and preventing skin-to-skin contact on the patient.

Following these simple steps can be the difference between a safe, successful MRI and an injury.

Commemorate MRI Safety Week by familiarizing yourself with these tips and more to help ensure the safety of yourself and those in your care.



Source: <https://www.metrasens.com/mri-safety/mri-safety-infographic/>

WELCOME DR. BARRY KIMBERLEY
Bothwell ENT Welcomes a New Face



Dr. Barry Kimberley

Dr. Barry Kimberley, has joined the medical staff at Bothwell ENT as the new Otolaryngologist.

Dr. Kimberley brings over 27 years of experience in the medical field, with work at hospitals and clinics across the Midwest and Canada, including twenty years of service as either president or vice president of various ENT and sleep clinics.

Additionally, Dr. Kimberley has completed many research projects in his field and has published work in several peer-reviewed journals and books. He also serves as a reviewer for five medical journals.

Dr. Kimberley earned his bachelor’s, master’s, and medical degrees from Queen’s University in Kingston, Ontario, Canada. He then went on to pursue a Ph.D. in otolaryngology at the University of Minnesota. Dr. Kimberley has held teaching responsibilities at multiple institutions, including a position as an associate professor of surgery at the University of Calgary.

SALUTES

These staff members were singled out by patients and their family members through complimentary messages to Patient Advocate, Blaire Riley. Our “Salutes” this month go out to:



Bev Crawford	Cath Lab	Julie Mateja	Winchester Imaging
Carly Hovendick	TLC	Jennifer Rehmer	Cardiology
Amy Nichols	BFMA	Lesa Poola	Emergency Department
Ruth E. Baker	Emergency Department	Amy Hamlin	Emergency Department
Rochelle Werneke	Emergency Department	Brooke Allee	Emergency Department
Sarah Fredrickson	Emergency Department	Mindy Vesperman	Emergency Department
Tricia Parker	Emergency Department	Candice (CJ) Palmer	Laboratory
Mindy Vesperman	Emergency Department	Teresa Mitchell	BFMA
Robin Bland	Emergency Department	Molly Young	TLC
Dawn Diamond	PCU	Chelsea Casteel	TLC/CCC
Angela Leiter	Cardiology	Irina Borynets	Admitting
Debbie Billings	Cardiology	Linda Keethler	Winchester Imaging
Katy Kuschell	Cardiology		

EMPLOYEE OF THE MONTH

Kristy Musgrave

Kristy Musgrave is the Bothwell June Employee of the Month. Kristy is a registered nurse in 2SW and was nominated for her proactive and professional attitude to correct an unsafe situation and restore a safe environment for patients and coworkers. One of the most notable things about Kristy is that she remains calm, even when facing a frustrating or challenging situation.

As a coworker, Kristy consistently demonstrates that she cares about her coworkers. She is exceptionally capable and if she says she's going to do something, she always follows through. Kristy also doesn't just do the bare minimum, she sees things through to completion and doesn't let the ball drop. Kristy really seems to recognize the importance of working together to achieve the best outcomes for patients and for Bothwell.

Congratulations, Kristy, on being the Employee of the Month for June.



Kristy Musgrave

NEW EMPLOYEES

Karen Arni	Human Resources
Jesse Benner	Linen
Kelsey Capelton	Bothwell Family Health
Patty Gerke	Admitting
Dee Dee Gilmore	Bothwell Family Health
Ashley Hill	Bothwell Family Health
Ciera Hill	Emergency Dept
Rachael Hinkle	Housekeeping
Amanda Jennings	Housekeeping
Braleigh Johnson	3sw
Kristen Jones	Admitting
Paula Jordan	Emergency Dept
Dr. Barry Kimberley	Bothwell Ent
Destiny Lamb	CCU
Kristen Manning	2sw
Karly Mcallister	Emergency Dept
Jordyn McMullen	Ccu
Brianna Murray	Employee Wellness Clinic
Dr. Vu Nguyen	Hospitalists
Lendie Nolting	Same Day Surgery

Rachel Norton
Nadia Ostapenko
Megan Pate
Steven Privett
Nigel Rivera
Ashley Schroder
Sherry Schwartz
Abigail Skrastins
Brandi Smith
Rachel Taylor
Justice Tessier
Grace Thompson
Val Tyan
Lori Wightman
Nick Williams
McKenna Woolery
Regan Woolery
Hunter Young
LindseyYoung

Both Pediatric Clinic
Nursing Admin
WHC
Materials Management
Radiology
Emergency Dept
Bothwell Walk-in Clinic
PCU
Truman Lake Clinic
CCU
2sw
Nursing Admin
2sw
Chief Executive Officer
2sw
Nursing Admin
Nursing Admin
Dietary
Dietary

MARKETING 101

Marketing and Communication Department Changes

Over the last month, the marketing and communications department has experienced a few changes. With these changes, Callis, Bothwell's marketing agency, will handle all marketing and communication needs of the hospital. Marketing and communication services can vary, so we have provided a list of services the marketing department can provide and contact information for the appropriate department for various needs. For any inquiries about services not specifically listed, please feel free to reach out. We are here to help!

Contact Hannah for the following services:

- Logo usage for all Bothwell entities
- Advertising including print, radio, television, digital & social media
- Graphic design services
- Public Relations including communication to media outlets
- Provider Portraits
- Billboard Newsletter – share news items and story ideas
- Website updates including content changes, new web pages, online events calendar & web sliders
- Digital displays around the hospital
- Facebook posts
- Printed items including fliers, posters, table tents for cafeteria & elevator bulletin boards
- Coordinates speakers for community meetings
- Health fair/community event coordination
- All users emails

Contact Ann Green for:

- Bothwell-branded promotional items

Contact Lizzy Ulmer in Bothwell Education Department for:

- Community education coordination
- Arranges instructors for Safe Sitter, Community CPR, Childbirth Education
- Assists other organizations that hold classes on-site – i.e. MU Extension, Alzheimer's Association
- Coordinates on-site support groups
- Maintains schedule and provides set-up support as needed by various support group providers

CONTACT INFORMATION

Hannah Sartin

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at Callis*

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660.826.2822

Ann Green

*Administrative Assistant
Marketing/Communications
& Foundation*

agreen@brhc.org

(ext.8855)

Lizzy Ulmer

Clinical Education Specialist

eulmer@brhc.org

(ext.9515)

AUXILIARY NEWS

On June 13th, the Auxiliary held their annual ice cream social. The event included ice cream, dessert and food trucks were in the parking lot for patrons who wanted dinner before dessert.



UPCOMING EVENTS

Bakers Shoe Sale

July 23–24

Scrub Sale

August 23

ATN Compression Socks

September 5

Book Sale

October 24–25

We're All in it Together to Keep Our Patients Safe

Starting Monday, July 1, Bothwell will implement a new safety initiative campaign that puts patient safety at the forefront upon registration. Patients will be asked two questions in addition to the hospital's standard registration information. Upon registering through the Meditech system in the hospital or entering the emergency room, patients will be asked if they have any allergies, and if they feel dizzy, weak or have trouble walking.

If they answer "yes" or "unsure" to either question, hospital staff will place a "jelly bean" sticker on the patient's wristband. The stickers are color-coded: red for allergies and yellow for fall risk.

After registration, patients will be given an in-depth examination by a nurse. The "jelly beans" are meant to give care-givers an understanding of the immediate needs of patients and prompt them to assess specific complaints before conducting any additional testing.

This screening process is meant to put patient needs and safety first in order to provide a higher standard of safety and care. This is being implemented to help standardize the system and prevent unnecessary incidents. From the moment a patient arrives to the hospital it is our job to help them get well and stay well.



BOTHWELL IN THE COMMUNITY

Michele Laas, Director of Critical Care Unit and Progressive Care Unit, shared the importance of stroke awareness with fellow Sedalia community members at the Sedalia Area Chamber of Commerce breakfast.



Bothwell is recognized for their sponsorship at the annual Missouri State Fair kick-off celebration. Be sure to see us at the fair!

VOLUNTEER DAY AT MO STATE FAIR

Want free entry and a parking pass to the Missouri State Fair? Join us for:

Bothwell Volunteer Day at the Missouri State Fair

SATURDAY, AUGUST 10, 9 a.m–9 p.m.

Bothwell will be assisting with water and souvenir sales. Two people are needed for each four-hour shift between 9 a.m. and 9 p.m. At various locations around the Fairgrounds.

- Get a free t-shirt for volunteering
- Help Bothwell with community outreach
- Enjoy the Missouri State Fair!

If interested, please contact Ann Green in Marketing at agreen@brhc.org or ext. 8855. The deadline to sign up is July 15.



Michelle Kirkpatrick	OB/GYN	Jacquelyn Snow	ED
Christy Watkins	BFMA	Nathan Porter	Biomedical
Dave Jasper	Plant Services	Rebecca Mitchell	TLC
Suzanne Ashby	Pharmacy	Aaron Davis	IT
Stacey O'Donnell	Cancer Care	Emily Kullman	TLC
Michael Snow	CCU	Travis Glenn	TLC
Jody Pritchard	Sleep Lab	Rebecca Mitchell	TLC
Becca Wooldridge	HIM	Heather Avey	CCC
Lori Hazell	Radiology	Theresa Shroyer	Cardiac Rehab
Jacquelyn Snow	ED	Todd Nappe	Security
Hannah Stemberger	PFS		
Pamela Bruns	Nursing		
	Administration		

FOUNDATION NEWS

National Cancer Survivors Day Celebration

The National Cancer Survivors Day Celebration was held on Friday, May 31 at the Lantern House in Sedalia. This is the second year the Cancer Center staff has hosted the event for local survivors and their loved ones. This year, staff served attendees and hosted a variety of activities and speakers that incorporated this year's theme – "laughter is the best medicine."

Thank you to the Bothwell Foundation for sponsoring the event, as well as Cancer Perks for sponsoring the dessert. And special thanks to the Cancer Center staff for planning the event as well as working the event.

Miracle on 14th Street

Throughout the month of May, Casual Day donations totaled \$403.00 for the Miracle on 14th Street fund! If you'd like to make an additional donation to this employee benevolence fund, please contact Human Resources at ext. 9540.



FOUNDATION MEMORIALS

The following memorial donations were made recently:

In Memory of Jim Rice

Mr. James Callis

In Memory of Barbara Knaus

Mr. James Callis

AROUND THE HOSPITAL

Celebrating Patients

Mr. and Mrs. Hunt on their 70th Wedding Anniversary that they celebrated in the hospital on June 14th in the Activity Room! We had a party for them! Mrs. Hunt is a SWING patient here at Bothwell Regional Health Center.



COMMUNICATION CORNER

Tips for Business E-mails

This month the communication corner is dedicated to email etiquette. Emails play an important role in communicating with others. Below are some simple tips to follow when writing business emails that focus on professionalism and courtesy.

PROFESSIONALISM

1. Use proper spelling, grammar and punctuation. This allows for easier reading.
2. Use proper structure and layout. Number your points; use blank lines between paragraphs
3. Do not write in CAPITALS. This comes across as shouting.
4. Take care with abbreviations and emoticons. Try not to use common text abbreviations or emoticons.
5. Watch content! If you don't want your email to be displayed on a bulletin board, don't send it. Never make any libelous, sexist or racially discriminating comments.
6. Use manners. Use an appropriate greeting for each new subject email and use please / thank you.
7. Read the email before you send it. Consider how your recipients will read the message.
8. Send a new message instead of recalling a previous message. Your message has likely been delivered and read, so if you made a mistake, send a new email.
9. Watch use of delivery and read receipts. This will almost always annoy your recipient, and it usually does not work since many people block that function.

COURTESY

1. Be concise and to the point. Keep sentences 15–20 words long, and keep emails short.
2. Use the Subject Line. This gives the reader an easy reference point.
3. Answer all questions, and pre-empt further questions. This saves time and can help avoid frustration.
4. Don't leave out the message thread. When you reply to an email, include the original mail in your reply. Click 'Reply', instead of 'New Mail'.
5. Watch use of Reply to All. Only use Reply to All if you really need your message to be seen by each person who received the original message.
6. Use cc: field sparingly. Try not to use the cc: field unless the recipient in the cc: field knows why they are receiving a copy of the message.
7. Respond to e-mail messages within 24 hours.
8. Watch overuse of the high priority option. It will lose its impact or come across as aggressive.
9. Pick up the phone after three exchanges on the same subject. That much communication back and forth means it is likely time for a conversation.

JULY BIRTHDAYS

Denice Hageman	1
Randy Kreisel.....	1
Christy Goalder.....	2
Tristan Rother	2
Janet Chance-hetzler	2
Monica Brant	3
Amber Meinershagen	3
Mckenzie Kusgen.....	3
Mary Mittenburg	3
Chelsie Snapp.....	3
Jenny Tidmore	3
Randy Smith	4
Julie Snow	4
Alex Schlobohm	4
Dena Leggiero.....	5
Christy Wilckens	5
Connie Roll	6
Mark Harms	6
Mike Ashford	6
Tanner Tuemmeler	6
Kerry Glenn.....	7
Hazel Ortiz Lopez	8
Patty Bock.....	9
Angel Abbett	9
Jennie Vanderlinden	10
Larry Whipple	10
Barb Grechus	10
Crystal Hoyes.....	10
Ashley Walters	10
Stephanie Bass	11
Christy Watkins.....	11

Bailey Norman.....	11
Rachel Hogan	11
Calla Wiegel	12
Jen Hofstetter.....	12
Debbie Anderson.....	14
Brenda Estes.....	14
Mikayla Letchworth.....	14
Donna Smith.....	15
Shawna Asbury.....	15
Armistead O'neal	15
Kasey Elling	15
Nichole Cramer.....	15
Dr. William Smith.....	16
Meghan Shirky.....	16
Galina Morgunenko	16
Dr. David Wuellner.....	16
Karen Zimmerschied.....	17
Lisa Eck	17
Fran Craver	17
Gerald Young	18
Trent Lankford.....	19
Nick Williams	19
Rachel Owens.....	20
Callie Rogers	20
Anya Turchin.....	20
Dr. Paula Schwartz	20
Val Tyan.....	20
Cassie Porter.....	20

Janeice Dodick	21
Mary Holloman	21
Gaylene Salazar.....	22
Helen Thoele	24
Erin Pfeiffer	24
Madison Corle.....	24
Jan Kelly	24
Daniel French.....	25
Amy Pangburn	25
Alicia Staus	25
Ray Ross.....	5
Casey Marker	25
Shelby Mullins	25
Laura Kaemper	26
Jill Nienaber	26
Audrey Rush.....	27
John Benscoter	28
Diane Bergman.....	28
Sue Srams.....	28
Amber Alexander	28
Jennifer Bottcher	29
Ashley Vajen	29
Stacey Nassar	29
Donna Cline	30
Shirley Schlobohm.....	30
Kathy Ernst	31
Brenda Cramer	31

