On Saturday, October 17, 2009, the University of Pittsburgh School of Nursing hosted the 11th Annual Cameos of Caring® Awards Gala. This year 63 nurses were honored, bringing the total number of Cameos of Caring recipients to 487 since the program’s inception.

Each year, the awardees have shared their personal stories with us. Their stories have tugged at our hearts and inspired us. As you read about the 2009 awardees, you will learn about people who overcame great odds to become nurses and from people who seemingly were born to the profession; from nurses who help bring new lives into this world and from those who care for patients at the end of life; from nurses who care for our wounded warriors at home and abroad and from those who educate the next generation of nurses.

The awardees have many accomplishments, both large and small. One awardee helped founded the local chapter of the Association of Pediatric Oncology Nurses; another helped a dying patient see her son ride a bike of the first time; while another awardee changed the arc of a veteran’s recovery with a pair of jeans.

No matter what their story is, all the 2009 Cameos of Caring Awardees embody the spirit of nursing. They are dedicated professionals who have set the standard for the profession and continue to forge new frontiers in the delivery of quality patient care.

Proceeds from the Gala benefit the Cameos of Caring Endowed Nursing Scholarship Fund at the University of Pittsburgh School of Nursing.

For more information, visit www.cameosofcaring.nursing.pitt.edu or call (412) 624-5328 or e-mail jmw100@pitt.edu.
When it comes to a higher level of care, Lynda Zimmerman sets the standard.

Our accomplishments would not be possible without the commitment and expertise from nurses like Lynda. HealthSouth congratulates her as recipient of the 2009 Cameos of Caring® Award. Her dedication to her work, her patients and her team is inspirational.
I've always believed that regardless of the role you play in health care – doctor, nurse, volunteer, technician, or even a lowly publisher of an industry publication – you have a responsibility that goes beyond just doing your job. You need to lead by example.

Today we are called upon to exercise that leadership in regards to the H1N1 virus, the latest health concern that, because it is still relatively new, has the general public caught up in confusion, fear, and in some cases, panic. I personally have heard everything from this virus being no more than a threat than any other, to it potentially becoming a pandemic. Early reports I saw said the most at risk populations were the elderly, the very young, and those with pre-existing conditions. Yet a recent news article has the Center for Disease Control saying that about half of those hospitalized with the new H1N1 virus are under age 25, clearly illustrating that it is hitting young, seemingly healthy individuals disproportionately.

Compounding the problem is the currently inadequate amount of vaccine available for widespread distribution – along with the ever-present confusion of just who exactly should get inoculated. As an aside, this combined dilemma is potentially shameful for a nation that has tremendous resources and the most efficient mass communication system in the world. It is not as if H1N1 appeared on the healthcare radar screen in the past month. I recently went to get a shot for myself and I was told not only were they out of them, but they didn't anticipate getting additional supplies. As someone who remembers well such scarcity challenges as running all around town trying to find a Cabbage Patch Doll or Tickle Me Elmo, I can tell you that I have little patience for trying to track down a flu shot.

In times like these, your patients, family members, friends, and neighbors look to you and even me for opinions and, more importantly, answers. It doesn't matter if your particular occupation within health care, like mine, does little to qualify you as a resource for critical health information. That's life, so you need to deal with it.

I would suggest that, depending on where you work, find out if your facility already has easy-to-understand information that you can share with others. If you are not employed in direct care (for example, you are an architect who specializes in healthcare facilities), then contact a hospital or physician’s office and see what information they have to offer. Most important, however, is to make sure you walk the walk. Often we in health care are great at giving advice to others, but we don’t heed it ourselves. Seek the advice of your family doctor as to what precautions you and your family should take to keep your risk of contracting the H1N1 virus to a minimum. No doubt some suggested practices will be simple, but important, such as proper hand washing or how to cover up when sneezing. But some of the measures might be tailored to your specific family health histories.

H1N1 should not be taken lightly. But in times like these, the best approach is to seek as much good information as possible and to share what you learn with others. In this way, we in the healthcare industry will be doing everything we can to make sure that as the H1N1 virus spreads, we are preventing panic from spreading with it.

Harvey D. Kart

You can reach Harvey Kart at (404) 402-8878 or hdkart@aol.com.
Too Much Information: Googling Job Candidates Is a Legal Risk

Need directions to the health care conference at which you’ll be speaking as a panelist? Google it. Need a review of the ultrasound equipment purchased for the radiology department? Google it. Need background information about a prospective employee? Be careful, if you Google it.

Internet users have become so accustomed to logging on to search engines like Google for instantaneous information about anything, anywhere, anywhere that “Googling” has even become acceptable vocabulary. It’s only natural, then, that employers should consider Googling prospective employees a harmless, logical method of gathering background information.

As hospitals, like many large organizations, rely on human resource departments to handle large numbers of recruits, prospective hires and new employees, there’s a good chance this practice is being used as part of the weeding-out process. But what administrators must be aware of is that when an employer enters the name of a job candidate in an internet search engine, it opens the door to a host of legal implications.

Maybe the results are harmless, and the job candidate is only mentioned briefly in a couple of local news stories about the college he or she attended. Or maybe the results are more sensitive. Perhaps the potential job candidate regularly blogs about strong political views or is a member of a controversial organization.

In either case, there is a possibility that the internet search could turn up information current laws prohibit an employer from using as the basis of a job decision. Some examples of information that could appear in an internet search that can’t be used in a job decision include:

- The fact that a job candidate has been involved in union activity or protest marches
- Photos or chat room posts that show that a female candidate has young children or cares for an elderly relative
- Details about a job candidate’s disability
- Private habits that are legal, such as gambling
- The fact that a job candidate has been rejected from consideration for employment in the past
- The fact that a job candidate has been involved in an internet search.

Questions that certainly can’t be asked in an interview may be easily answered with an internet search.

Even if the employer does not use the information obtained in an online search to make a job decision, the fact that it has been seen and rejected a job candidate could lend credence to a lawsuit or administrative action claiming discrimination in employment. For example, someone in an alcoholism recovery group could claim that after an employer saw her affiliation with the group online, she was rejected from consideration for employment.

The increased connectivity created by the Internet and other technologies has changed the employer-employee relationship on a number of levels, making it necessary to incorporate new guidelines into company policies. While businesses already routinely develop policies regarding the recruitment, interview and hiring process of prospective employees, many may need to be adjusted to account for the advent of Googling.

An employment policy today should include an explicit statement regarding internet searches of prospective employees. Guidelines regarding the ability to search and how to handle any information that is found will minimize the risk of complications with disgruntled job candidates resulting in costly lawsuits. The statement should clearly outline the procedures for handling sensitive information, saving information in an applicant’s file and what can and cannot be used to make hiring decisions.

Regardless of the number of companies actively Googling job candidates, the impact of internet resources on professional relations is undeniable. Internet trends like blogging and social networking are taking the professional world by storm and changing the work environment everyday. As long as technology continues to evolve, policies and procedures will need to evolve in response. And as long as we have Google, we’ll know how to look them up.

Beth Slagle, partner at Meyer, Unkovic & Scott, LLP, can be reached at bas@muslaw.com.

CORRECTION

The cover story, “Dr. Stanley Marks: Making Life Better for People With Cancer,” that was published in the September issue of Western Pennsylvania Hospital News, had an incorrect photo caption.

Here is the correct photo and caption for Dr. Stanley Marks. We are sorry for this error.

Dr. Stanley Marks

**Contact us for details on potential group purchasing discounts!**
While for the last several months a contentious national health care debate has taken center stage, the issue of medical liability reform has garnered only limited attention. It is still unclear to what extent medical liability reforms will be included in any comprehensive health care reform legislation. Meaningful medical liability reform can serve to improve the quality of care while also reducing defensive medicine and associated costs. In Pennsylvania, where we have implemented liability and patient-safety reforms, there has been improvement in the liability climate. As recent data from our state courts and from the insurance industry suggests, malpractice reforms can make a difference in reducing health care costs.

A review of Pennsylvania medical malpractice court case statistics from 2000 to 2008 demonstrates a steady reduction in case filings and verdict numbers. Data released this summer from the Administrative Office of the Pennsylvania Courts (AOPC) reflects a decline in the number of lawsuits filed across the state, from an annualized 2,632 new case filings during January 2000 to July 2003 (the period the AOPC first compiled such data) to 1,602 case filings in 2008. In Allegheny County, the number of case filings for 2008 was 275, down from an annualized 426 in the 2000-2003 period. In Philadelphia County the numbers for the same periods decreased from 1,085 to 553. According to the AOPC’s statistics, the percentage of defense verdicts in medical malpractice cases tried increased from 73% in 2000-2003 to 81.4% in 2008. The data also reflects decreases across the board in the number of cases resulting in a verdict for the plaintiff. The AOPC’s collection of medical malpractice data can be viewed on the Pennsylvania Judiciary’s website at www.courts.state.pa.us.

The reduction in number in the number of case filings has largely been attributed to the Mcare Act reforms and procedural rule changes adopted by the Pennsylvania Supreme Court, including the certificate of merit requirement and the limitation on “venue shopping,” requiring medical malpractice actions to be brought only in the county where the cause of action arose. According to statistics reported from Governor Rendell’s office, payments for claims from the Mcare Fund have decreased from 1,085 to 553. According to statistics reported from Governor Rendell’s office, payments for claims from the Mcare Fund have dropped for a fifth straight year and in 2008 were 50% less than Mcare payouts in 2003. As to malpractice insurance availability, there are indications that more insurers are writing coverage in Pennsylvania. The two largest commercial medical malpractice insurers, Medical Protective and PMSLIC, did not request rate increases with the Pennsylvania Department of Insurance for 2009. Additionally, the Pennsylvania Joint Underwriters Association reduced its rates for 2009 and reported a 30% decrease in the number of healthcare insurers since 2003. According to the Governor’s office, there has been a sizable increase in the number of licensed companies offering malpractice insurance in Pennsylvania since 2003.

Despite these positive developments, malpractice insurance rates in Pennsylvania are still among the costliest in the country. The Pennsylvania Insurance Department, as required under the Mcare Act, has conducted a study every two years to determine whether there is sufficient “additional basic insurance capacity” in the medical malpractice marketplace to allow the phase out of Mcare Fund coverage. As of its latest report in July of 2007, the Insurance Commissioner has not found adequate additional basic insurance coverage capacity.

On the national front, President Obama spoke last month to the Joint Session of Congress and acknowledged that medical liability reforms needed to be explored to address defensive medicine costs. The President directed the Department of Health and Human Services to make $25 million dollars available in demonstration grants to “states, localities and health systems” to examine changes to the current liability system. Health and Human Services Secretary Kathleen Sebelius said the grants will be used for the “development, implementation and evaluation of four goals: patient safety and the reduction of preventable injuries; better communication between doctors and their patients; fair and timely patient compensation for medical injuries, while reducing the incidence of frivolous lawsuits; and reduced liability premiums.” Amendments made by the House Energy and Commerce Committee to H.R. 3200, “America’s Affordable health Choices Act of 2009,” include financial incentives to states that enact certificate of merit and/or early offers programs in medical liability.

The Senate Finance Committee’s mark-up of its reform proposal does not contain any substantive malpractice reform provisions, though it does include a Chairman’s Mark expressing the “Sense of the Senate”: that states should be encouraged to develop and test alternatives to the current civil litigation system as a way of improving patient safety, reducing medical errors, and encouraging the efficient resolution of disputes.

There does seem to be some recognition on both sides of the aisle and in the White House that defensive medicine, spurred by the fear of lawsuits, contributes to the problem of escalating medical costs. So far, reform proposals have been devoid of any substantive liability reform legislation. While healthcare reform has become a top priority for this Administration, its success hinges upon bipartisan support as well as the support of the representatives of the healthcare industry itself. Malpractice liability reform may prove to be an important ingredient in a health care reform compromise.

Anna Bamonte Torrance, Esquire, Houston Harbaugh, can be reached at (412) 288-2219 or torrance@hh-law.com.
If you have ever thought of starting your own business to serve the growing needs of healthcare IT, but didn’t know where to turn, the answer may be closer than you think. A local program specializes in helping individuals turn ideas into products—with no up-front cost to participants.

Three years ago, Wellspring Worldwide partnered with the Riverside Innovation Center (RIC), a local incubator, to create the Services for Entrepreneurship and Economic Development (SEED) program. Wellspring Worldwide is the global leader in technology commercialization—delivering products and services that help organizations transform research and creative endeavors into successful businesses. Wellspring provides enterprise software, training, and consulting services to universities, research laboratories, companies, hospitals, and government agencies. Combining this expertise with a regional incubator has resulted in a tremendous resource for Western Pennsylvania.

SEED is a revolutionary approach to technology commercialization developed by Dr. Robert Lowe, serial entrepreneur and former professor of entrepreneurship at Carnegie Mellon University. SEED applies proven methods for evaluating and launching successful technology-driven companies. SEED goes beyond traditional start-up advising: the program brings together experts in business strategy, experienced engineers, and seasoned product managers to actively participate in a company launch project. These skilled and experienced professionals, typically 2-5 staff members, complement and expand the entrepreneur’s team.

While the program historically assisted entrepreneurs and inventors with software and robotics products, including Bossa Nova Concepts and Civic Science, the program is expanding to Healthcare Information Technology. “We believe that technological innovations in healthcare need to be demand driven, and should come from the people that know the business the best—the healthcare practitioners,” says Dr. Matthew Hamilton, President of Wellspring Worldwide and one of the Directors of the SEED program.

Through SEED, individuals with innovative ideas partner with experienced professionals and engage in development projects lasting 6-9 months. Brian Bricker, Vice President of Wellspring Worldwide and SEED Advisor stated, “Through the SEED program, entrepreneurs gain access to professional expertise that is often difficult to obtain as a start-up. This is not a workshop or a seminar—individuals in the program work directly with senior management at a successful, innovative company.” The leaders of the SEED program have spent over 10 years researching and teaching the factors that lead to emerging firms’ success and ways to position companies for optimal growth. Each SEED project is custom-designed to the needs of the participant. Some companies only require technical development, others require assistance with business planning, yet others benefit from several areas of support.

“Our hope is that hospital administrators will see the value in this program. There may be a nurse, physician, or other practitioner harboring an idea to enhance patient care, improve workflow or implement cost savings through technological innovation. Without this program, that idea may languish. We want to work with hospital administration to promote this program to the staff for everyone’s benefit,” says Bricker.

There is no up-front cost to SEED participants—operating expenses of SEED are currently supported through foundation and university sponsorship. “We recognize that new and expanding companies need to retain their cash, and services are only repaid if the company is successful and substantial assistance is provided by Wellspring,” said Dr. Lowe.

If you’d like to learn more about the SEED program or have an opportunity that you would like to discuss, you can contact Wellspring Worldwide at (412) 481-2511 or seed@wellspringworldwide.com.

Your Ideas Can Transform Healthcare

Your Voice

Houston Harbaugh’s health care lawyers can provide you with a healthy dose of practical solutions.

Need an antidote for high-cost, low value legal services?

Houston Harbaugh’s health care lawyers can provide you with a healthy dose of practical solutions.
JHF and The Fine Foundation Honor Local Teams For Their Commitment to Quality and Excellence

Fourteen local healthcare teams are finalists for the second annual Fine Awards for Teamwork Excellence. The awards, which are presented by the Jewish Healthcare Foundation (JHF) and The Fine Foundation, honor teams of healthcare professionals whose achievements in increasing quality, safety and efficiency stand out from the rest of their peers.

"Lately we’ve heard a lot about what’s wrong with our healthcare system. But there are also some positive achievements being accomplished every day on the frontline of care,” said Feinstein. “These awards were developed to honor those often overlooked accomplishments and reinforce the significance of good teamwork, which will be vital as our nation looks to reform its national healthcare system.”

Teams eligible to submit entries included surgical, medical, or laboratory; specialty care, community practice, or skilled nursing; quality improvement, emergency or diagnostic. A distinguished national selection committee evaluated nominees on the basis of measurable and sustainable breakthroughs in patient care and safety from January 2008 to December 2008. On November 17, the top three teams will be announced during a special presentation in the Grand Lobby of Heinz Hall. The three awards — Gold, Silver and Bronze — will be awarded and distributed as follows:

• Gold: $25,000 divided equally and presented to team members
• Silver: $15,000 divided equally and presented to team members
• Bronze: $10,000 divided equally and presented to team members

Milton Fine, Founder and Chair of The Fine Foundation, commented on the high quality of the nearly 40 local healthcare teams that submitted proposals this year. “The number of outstanding teams indicates the breadth and depth of the innovative work in healthcare improvement that is being done in our region. The selection committee is to be congratulated on their difficult but rewarding work.”

Finalists Announced For 2009 Fine Awards for Teamwork Excellence in Health Care

This Year's Finalists are Listed Below in Alphabetical Order:

2009 FINE AWARDS FINALISTS

ALLEGENGY GENERAL HOSPITAL -
Eliminating Ventilator-Associated Pneumonia in a Trauma ICU

ALLEGENGY GENERAL HOSPITAL -
Multidisciplinary Approach to Reducing Door-to-Balloon Time and Improving Patient Outcomes

CHARLES MORRIS NURSING & REHABILITATION CENTER -
Transforming the Work Environment to Improve Patient, Family and Staff Outcomes

EAST LIBERTY FAMILY HEALTH CARE CENTER -
Immunization Improvement Project

HERITAGE VALLEY HEALTH SYSTEM -
Reducing IV Drug Extravasations

JOHN J. KANE — GLEN HAZEL -
Hand Washing Initiative

MONONGAHELA VALLEY HOSPITAL -
Falls Prevention

ST. CLAIR HOSPITAL -
Achieving American College of Cardiology Guidelines and Standards for Management of Patients with ST-Elevation Myocardial Infarction

ST. CLAIR HOSPITAL -
Improving Patient Flow in the Emergency Department

UPMC - Anticoagulation Task Force

UPMC PASSAVANT -
Enhancing Patient Safety by Reducing Surgical Site Infections

UPMC PRESBYTERIAN -
Ticket to Ride: Reducing Risk with Inter-Hospital Transport

UPCM SHADYSIDE -
Improving Pre-Operative Cleansing to Reduce Surgical Site Infections

UPMC ST. MARGARET -
Beyond the Bedside: Reducing 30-Day COPD Readmissions

Shape the Future of Health Care Through Technology

Technology is quickly changing all aspects of health care, and we believe that those who know the business best should drive these advances: health care providers.

Wellspring Worldwide is pleased to introduce the SEED Program—a service to evaluate ideas and assist in the launch of new technology businesses.

If you have an idea of how to improve health care through new technology, the SEED program can help. We would like to hear from you!

• Health care professionals with innovative ideas you’d like to see brought to market
• Existing companies seeking to expand
• Entrepreneurs developing your business

The SEED program brings together experts in entrepreneurship, software development, hardware design, and health care to provide no-cost assistance in the formation of new companies in the Pittsburgh region.

For more information, please contact Brian Bricker at (412) 481-2511 or brian.bricker@wellspringworldwide.com

Referral Source Marketing
Branding
Strategic PR
Community Relations
and Mystery Shopping

Gateway Towers | Suite 240 | 320 Fort Duquesne Boulevard | Pittsburgh, PA 15222
www.massolutions.biz
Follow us on Twitter! http://twitter.com/massolutions

MASsolutions

This Year’s Finalists are Listed Below in Alphabetical Order:
When introducing myself to students in the classroom, I began with my first nursing position as a bedside nurse in the mid-1970s. It was exciting, challenging, and rewarding. I explain that I never thought I would leave the hospital setting.

A few years later, after marriage and children, I started teaching childbirth classes and enjoyed working with new parents and families. It was a pleasure to develop education programs and work with other educators. I never thought I would leave that either, but then the opportunity arose to become a school nurse, working with students, faculty, administrators, and community organizations.

Again, I was excited and challenged with coordinating quality health care for students and advocating for appropriate educational services for students with special needs. And again, I never thought I would leave that either. But after graduation I chose a faculty position combining teaching with research.

My point is, did I know when I started that my career would follow this path? Certainly not. I’ve had many choices and opportunities over the years with changing practice and settings stemming from the mid-1970s. It was exciting and challenging, and rewarding in many ways. I cared for children and adolescents in urban and rural areas, contributed to professional organizations, and mentored NP students. As my interest in behavioral problems and special needs grew, I enrolled in a PhD program in Nursing Science. I worked as a research assistant for a project studying parents and children with autism, while continuing research with challenging behavior. And yes, I never thought I would leave that either. But after graduation I chose a faculty position combining teaching with research.

More importantly, I’ve been mentored throughout my career as a bedside nurse, nurse practitioner, educator, and researcher by nurse leaders whose expertise, professionalism, and scholarship have served to motivate and nurture not only myself but many others as well. These dedicated nurse leaders have instilled in their peers a level of service and commitment that is recognized as excellence. They have contributed to the advancement of education, practice, and research.

While growing our discipline towards scholarly activity, we in the nursing profession endure limited funding, limited recognition within academic and institutional settings, and limited opportunities for collaborative work and career development. Despite the limitations, our nurse leaders have forged ahead developing innovative and creative methods for providing quality health care, exploring issues of safety, integrating evidence-based practice, advocating for patients and peers, contributing to scientific knowledge, collaborating among disciplines, and applying that knowledge through innovative, intellectual and experienced practice.

In October, the University of Pittsburgh School of Nursing recognizes expert nurses for their commitment and dedication to the practice with the Cameos of Caring Awards. Recognizing our peers for their accomplishments is essential. Appreciating their expertise in bedside nursing and their scholarship in management, administration, education, research, and practice is one of the most important ways we can support the community of nurses. The University of Pittsburgh School of Nursing deserves praise for honoring exceptional nurses in our community through its commitment to the advancement and promotion of the nursing profession.

Deborah White is an assistant professor of nursing at Robert Morris University. She can be reached at (412) 397-3831 or white@rmu.edu.
Embraces InSite - a Remote Dispensing Medication Management System Designed Specifically for Long Term Care and Correctional Facilities

Talyst InSite, enables patient-specific medication dispensing right at the care facility. The process is automated, accurate, and can quickly package pharmacist-approved medications before each medication pass, or on demand as needed. Vantage® Care Apothecary, the regional leader in closed door pharmacy has announced the use of InSite. This remote medication delivery system provides dramatic cost savings by reducing medication waste, saves valuable nursing staff time, and improves patient safety. This new technology will enhance the medication management and expedite medication administration. Vantage® Care Apothecary customers will be the first in the region to provide this automated solution.

This system was originally used in San Bernardino County, California and in that year delivered an estimated 3.6 million oral medication doses. The system enables all prescriptions for nearly 6,000 patients to be prescribed, approved, dispensed and documented in a fraction of the time previously required, and with a higher level of quality assurance.

Robin Garner-Smith, Pharm.D. BCPS CGP FASCP, Senior Vice President Vantage® Healthcare Network stated, “Our relationship with Talyst will allow Care Apothecary to grow and expand our business model with breaking technology. We will be able to help our facilities “Go Green while saving Green”. The system follows a driving force in our business and the business of our facilities forward in this economic climate.

InSite is a comprehensive solution for Long Term Care and Correctional Facilities bringing efficiency and greater control to medication storage with access and the delivery process. Its components and capabilities include:

- Enables automated and accurate dispensing – InSite is a remote dispensing system. It eliminates the need for all nurses to wait for the pharmacy delivery. This means nurses are back at patients' bedside on time, saving time and money.
- InSite system ensures that changes in prescribed medications or patient residency will no longer produce wasted medications and can provide inventory and dispensing information for dose to dose accountability.
- Saves Time – InSite system dramatically reduces the time needed to prepare for scheduled medication passes and eliminates the need to perform time-consuming narcotic counts.
- Automated dispensing – The InSite Remote Dispensing System provides on-site, on-demand automation for preparing patient-specific oral medication doses enabling facilities to significantly reduce time spent in dispensing.
- InSite is a comprehensive solution designed specifically for Long Term Care and Correctional Facilities.

For more information on Vantage® and Insite, contact Julie Smith at julesi@vhcn.com or 800-832-0291, or Deb Logan at Deb@vhcn.com.
**AWARD WINNERS**

### ADVANCED PRACTICE AWARDEES

**Angela Costa, MPM, BSN**
West Penn Allegheny Health System, Allegheny General Hospital

Angela Costa began working in healthcare as a volunteer paramedic, but wanted more opportunities to help those in need. Nursing gave her that opportunity. She now serves as director of nursing for the Neurosurgical Intensive Care Unit and the Stroke Unit at Allegheny General Hospital.

The South Hills resident is actively involved in more than a dozen hospital organizations, including the human resources recruitment and retention committee, the professional practice partnership, the radiation safety committee and the nutritional care committee.

“I have been Angela’s direct supervisor for the past eight years and I continue to be amazed by her devotion to the profession of nursing, her passion for people, her contagious aura of positive energy, and her humility,” says Marcia Ferrero, BSN, MS, division director of nursing at AGH. “She is a natural leader.”

**Traci M. Fick, MSN, BSN, RN**
UPMC St. Margaret

Every day, clinical director Traci Fick encourages members of her staff to work to their full potential. She serves not only as a coach, but as a mentor, encouraging and challenging other nurses to grow in their jobs. She advises them to further their education and to take advantage of opportunities to advance their career.

Fick says she continues to maintain a clinical role in order to experience the same pressures and responsibilities her staff feels. In addition to serving as a mentor for her nursing staff, Fick also speaks to high school students about choosing nursing as a profession. "I have told them that nursing is the most rewarding career because it is a career that provides personal satisfaction, life-long learning opportunities, and career advancement opportunities. You really make a difference in the world," Fick says.

**Diane Gardner, MSN, BSN, RN**
UPMC Cancer Centers

Each day when Diane Gardner goes to work, she does everything she can to make sure her patients receive the best care possible.

“Diane’s compassion and caring for her patients goes well beyond her regular work hours,” says one of Gardner’s co-workers. An example of this is when Gardner received a phone call at home one evening about a patient. The patient was having increasing difficulty breathing, but did not want to go to the hospital and go through the lengthy Emergency Department triage process. Gardner immediately contacted one of the physician fellows, and arranged for a direct admission. The patient was able to receive support while focusing on her pain and symptom management.

“Nursing is a profession that allows us to help and provide for patients and their families in numerous ways,” she says. “It goes beyond providing medical care. We are the patients’ advocate, friend, and confidant.”

**Janice M. Jones, MSN, BSN, RN**
VA Pittsburgh Healthcare System – University Drive

Janice Jones works in the Urology Clinic at the VA Pittsburgh Healthcare System (VAPHS), University Drive.

Jones is passionate about her family and demonstrates the same level of care and compassion to the veterans in the clinic. “I feel very privileged to be able to care for our veterans and in some small way repay them for their sacrifice of serving and protecting us,” she says. “Unless you practiced at the VA, you could not truly appreciate what a special work to do it is.”

She is a certified registered nurse practitioner but serves tirelessly as case manager, social worker, home health coordinator and patient advocate.

The Pittsburgh resident is supportive of her nursing colleagues. She mentors new advanced practice nurses, works with registered nurses pursuing post graduate education and actively participates on the Professional Nurse Development Council at VAPHS.

“Nursing is not a job but a profession that requires work and perseverance,” she says. “The rewards are plentiful.”

### CAREER ADVISORS

**Arlene Lis, MS, BSN**
West Penn Allegheny Health System, Western Pennsylvania Hospital Forbes Regional Campus

Arlene Lis, nurse manager on the oncology unit, believes it is important to be an advocate for both the patients and the nursing supervisors. Lis is known for the caring and unselfish way she responds to patients and families and goes out of her way to make their experience on the Oncology unit a more comfortable and positive one. In one case, Lis helped a mother with her dying wish. The woman was suffering from terminal cancer and her death was inevitable. Her condition was such that she needed constant pain management and nursing care. The patient accepted her condition but confided that she was most sad she was unable to attend her daughter’s high school graduation. Lis vowed to ease this mother’s pain and set forth to do whatever she could to fulfill her final wishes.

Lis worked with a local EMS provider to transport the patient to the graduation ceremony and personally accompanied the patient on her own time to manage her pain and provide any necessary nursing interventions.

**Darlene Averell Lovasik, MSN, BSN, CCRN, CNRN**
UPMC Presbyterian

Darlene Averell Lovasik has spent 32 years as a devoted advocate for the nursing profession. She is quick to correct those who refer to individuals in the nursing profession as “just a nurse,” especially nurses. “Nurses save lives every day,” she says. “And they do it with skill and compassionate care.”

This care is demonstrated when Lovasik interacts with patients’ families. Her office, located next to the visitor’s lounge on Unit 12 North, is often visited by family members to discuss their loved one’s condition. Lovasik listens, teaches, laughs, and cries with families as the patients progress through the continuum of care. “It is a privilege to be with the families when they hear good news. It is an honor to be with them as they go through the difficult times,” she says.

Lovasik has been certified as a neuroscience nurse for 25 years and a critical care nurse for 20 years. “A nurse is never finished learning, learning, or teaching,” she says.

A member of numerous professional associations, Lovasik was profoundly moved while volunteering in the 2008 U.S. Transplant Games in Pittsburgh.

**Amy Hayden Medved, MSN, BSN, CRNP**
Excela Health Westmoreland Hospital

Actions may speak louder than words, but neonatal nurse practitioner Amy Medved employs both with skill and grace in caring for the youngest of patients.

With more than 25 years of experience caring for neonates Medved has learned that communicating with and listening to each family is just as important as the physical nursing care she provides. “My job is not only to care for these precious children, but to empower and prepare their families to do the same,” she says.

Medved works on a high volume of continuing care and discharge planning. Employing a multidisciplinary approach to the education and care of each family, Medved begins nurturing relationships long before the birth, and continues afterward on the care path of the family’s choosing. She professionally and emotionally supports those families whose infants are born with conditions not compatible with life.

Responsible for developing protocols for care transitions between Excela Health and Pittsburgh’s NICUs, Medved holds the respect of obstetricians and pediatricians alike.

**Mitchell D. Oblak, MSN, BSN, CRNA**
University of Pittsburgh Physicians Department of Anesthesiology

Mitchell Oblak is always trying to influence people to enter the nursing field. “I make it known that the nursing profession has many different opportunities for patient care in various areas of specialty practice,” says Oblak.

Oblak, a nurse anesthetist at UPMC Presbyterian, has experience with the variety of opportunities a nursing degree can provide. He has worked in a variety of nursing positions, most recently as a nurse anesthetist in the operating room and at other sites within the hospital that require the services of the anesthesia department. He specializes in trauma, transplant, and neurosurgical cases. “Within the operating room environment my duties change from day to day and even during the course of the day,” he says. “At one moment I may be in charge of overseeing the workflow of cases and providers for the anesthesia department and the next I could be called upon to provide care for a trauma patient or some other emergency case.” In addition to working at UPMC Presbyterian, Oblak serves in the U.S. Army Reserves.
Be proud of the way you care. We are.

We honor and applaud the outstanding nurses who have been named Cameos of Caring for 2009. This year, twenty-five of these exceptional individuals are from UPMC. We are grateful for their tireless dedication and unwavering promise to provide compassionate, innovative, and quality patient care. These professionals raise the standard for our strong and diverse team of nurses, and embody the spirit of what it means to care for others. To find out why some of the region’s best nurses work at UPMC, call 412-648-NURS or visit upmcnurses.com.

UPMC

NURSE EDUCATOR AWARDEES

Susan A. Albrecht, PhD, RN, FAAN
University of Pittsburgh School of Nursing

Susan Albrecht, associate professor and associate dean at the University of Pittsburgh School of Nursing, believes she has a duty to mentor those to whom she will pass the baton. As three-time alum of the University of Pittsburgh, Albrecht is one of the University’s most enthusiastic supporters. She serves on a variety of University committees including the Provost’s Advisory Committee on Instructional Excellence, and is the National Collegiate Athletic Association faculty athletic representative. In addition, she is president-elect of the Association of Women’s Health, Obstetric and Neonatal Nurses, and is a member of many other national nursing organizations. She also volunteers as a crisis hot line counselor for Pittsburgh Action Against Rape.

A nurse educator for 30 years, Albrecht’s goal is to present students with a breadth of knowledge and experience that will prepare them to be critical thinkers, to apply didactics to real-life situations and to launch their careers with confidence.

Mildred Jones, BSN, MSN, PhD, RN
Carlow University

Mildred Jones is an Associate Professor at the Carlow University School of Nursing. With over 40 years experience in the field of nursing, Jones has received numerous honors including the PA Nightingale Award for Excellence in Nursing, and the Nobel Woman Community Service Award, as well as funding from the National Institutes of Health. Jones has also been published in several journals. In addition, she presents locally, nationally and internationally. Her research interests include cardiovascular and geriatric nursing as well as minority health issues.

“The most satisfying part of my career is to share a part of me and see students experience that ‘Aha’ moment when they understand a new concept,” she says. “It is extremely rewarding when I receive a letter from a former student or when a student comes back and thanks me for helping them realize their goal of becoming a nurse. This is when I realize that to teach is to touch a life forever.”

Jones is active in her church as a Parish Nurse and Director of the Health Ministry. She has also been involved in the community with the Urban League of Pittsburgh and the Center for Minority Health.

Deborah Yoder Lewis, MSN, RN, CNE
UPMC St. Margaret School of Nursing

Deborah Yoder Lewis is a certified nurse educator who has learned from experience that all nurses are teachers. “Education is a large component of all nursing jobs,” she says. When she was interviewed for her first position as a community college instructor, she was asked, “Do you have any teaching experience?” She replied, “Yes, I’m a nurse.”

As an instructor of maternal-newborn nursing, Lewis enjoys seeing students grow professionally throughout the semester, evolving from timidity to confidence in providing education to families. “Advocating for nurses is a day-to-day event,” she says. Lewis is both an educator and a researcher, and was awarded a research internship at UPMC St. Margaret. She is pleased to see nursing education incorporating simulation labs as part of curriculum and is an advocate of evidence-based practice.

Lauren Miller-Dilts, MSN, RN, CCM
West Penn Allegheny Health System, Western Pennsylvania Hospital School of Nursing

Lauren Miller-Dilts is an instructor in The Western Pennsylvania Hospital School of Nursing. The Fombell, resident held positions as a staff nurse, emergency room nurse, home health nurse, and case manager before deciding, after earning her master’s degree, to try teaching. “I had been told I would be a good teacher and found that I really enjoy instructing nursing students,” she says. “I love it when we’re in a clinical setting and students say, ‘That’s so cool or ‘That’s just like you said it would be in class.’”

Miller-Dilts serves as faculty advisor to West Penn’s Student Nurses Association of Pennsylvania (SNAP) members and accompanied them to the 2008 convention. She also helps community members with health questions and participates in numerous walks to benefit disease research.

Nursing seemed a natural choice for Miller-Dilts, whose two sisters are also nurses.
My grandmother was a strong woman.
One hundred and ten pounds of sheer grit.
She grew up through the Depression and
lost her only brother on D-Day.
But even she couldn’t take the pain
from her cancer.

Everyone in the family felt it.
Hurt with her, for her.

But when we signed up for hospice,
the VITAS nurse assured us they’d get
the pain under control in no time.

And they did.

My grandmother had three good, pain-free months
to do what was important to her before she finally died.

VITAS was the best thing that happened in her five years battling cancer.

VITAS is about life, some of the most
important moments of life.

Improving quality of life near the end of life. Find out more at VITAS.com Or call 1.800.93.VITAS, 1.800.938.4827

A CELEBRATION OF NURSING

Kathi J. Perozzi, MSN, BSN, RN
Robert Morris University

Kathi Perozzi is clinical associate professor of nursing at Robert Morris University (RMU). She also teaches fundamentals and serves as the director of the university’s nursing skills lab.

Perozzi has published numerous articles in nursing journals related to the health of women and newborns. She also serves as the state chair for Association of Women’s Health, Obstetric, and Neonatal Nurses. In this position, she has worked hard to revitalize this state section, leading a team of Pennsylvania nurse leaders who, like Perozzi, are committed to the health of women and newborns.

A resident of Rostraver Township, Perozzi won the 2008 RMU Student Government Association Distinguished Teaching Award, an honor that exemplified her passion for her work. “It is just so rewarding to take a blank slate, a student who is so hungry for nursing knowledge, and help them build the foundation that supports everything they will do as a nurse,” she says. “Finding ways to stimulate learning in the skills lab in a unique way is always fun and challenging.”

Lenore [Leni] Koljjeski Resick, PhD, CRNP, FNP-BC, FAANP
Duquesne University

Leni Resick, clinical associate professor at Duquesne University School of Nursing, teaches in the master’s and doctoral programs and directs the school’s family nurse practitioner (FNP) program.

University-wide, her online graduate nursing course work is recognized as an exemplary blend of technology with sound pedagogy.

Resick was instrumental in developing Duquesne’s FNP program. In addition she helped nursing faculty define and develop the role of the advanced practice nurse in Puerto Rico, Russia and Nicaragua. In June, Resick was inducted as a Fellow in the American Academy of Nurse Practitioners.

Carolyn Smith-Hickman, MSN, BSN
West Penn Allegheny Health System,
Citizens School of Nursing

Carolyn Smith-Hickman is a Medical/Surgical and leadership nursing instructor and laboratory coordinator at the Citizens School of Nursing in New Kensington.

Since 1996, Resick has directed and expanded the scope of Duquesne’s Nurse Managed Wellness Center (NMWC), a community service project that administers diet, medication management, health screening and educational programs in senior housing and other sites throughout the city.

NMWC volunteers, including retired nurses and faculty and student nurses from Duquesne, are helping Pittsburgh’s older adults be well and live independently. Despite her many professional accolades, Resick insists that teaching provides its own rewards.

Marilyn Schuler, RN, MSN, CNE
Mercy Hospital School of Nursing

Marilyn Schuler says the concept of nursing has evolved greatly
over the 38 years she has been in the nursing profession. She has seen many changes including nurses assuming much more responsibility in patient care. Those changes have allowed nursing to grow and mature into the revered profession it is today.

As an instructor at the Mercy Hospital School of Nursing, Schuler imparts the new look of nursing in her teaching. “I find it rewarding to mold, form, and mentor new students in the art of nursing,” she says. She advocates for the profession by teaching sound, basic nursing fundamentals.

After graduating from nursing school, Schuler continued her studies while managing work and other responsibilities supported with some guidance from one special person. “My mother’s encouragement sustained me during the years of juggling work and school,” she says. Although Schuler’s mother is no longer with her, she says her memories and her mother’s words of wisdom continue to inspire her.

Carolyn Smith-Hickman, MSN, BSN
West Penn Allegheny Health System,
Citizens School of Nursing

Carolyn Smith-Hickman is a Medical/Surgical and leadership nursing instructor and laboratory coordinator at the Citizens School of Nursing in New Kensington.

Smith-Hickman became a nurse educator in order to have an impact on the profession that has provided her with so much. “I truly enjoy sharing my knowledge and experience with students,” she says. “I hope to provide them a solid foundation for their future as nurses.”

The Leechburg resident is an advocate for the nursing profession. “I set high standards and have specific expectations of my students,” she says. “I want patients and families to be able to count on receiving quality care in any setting.”
Amy Stoker, MSN, RN, CCRN  
UPMC Shadyside School of Nursing

As a nursing instructor with a motto of “never settle for less,” Amy Stoker encourages her students to advocate for their patients, to be assertive and question all aspects of patient care. Stoker became interested in nursing at age 14 when she observed compassionate and caring nurses during the hospitalization of her grandmother.

At UPMC Shadyside School of Nursing, Stoker teaches that “nursing is not about how many tasks we can complete in a 12-hour shift rather it is about the compassion in assisting patients in their journey to health or maybe even the end of life.”

For Stoker, the nursing profession is as rewarding as it is difficult. “A typical day for a nurse may wave from triumph and adrenaline rushes to sadness and exhaustion,” she says. When a nurse is overwhelmed, Stoker believes nurses should have support systems to help bridge these emotions. She is a firm believer in teamwork. “One nurse can be the change agent, but it takes a team to promote a change-effective environment.” This is an extension of her motto; not settling for less.

DONATE LIFE AWARDEE

Kathleen J. Plansinis, BSN, RN, ADN, CCRN  
Children’s Hospital of Pittsburgh of UPMC

Kathleen J. Plansinis is a staff nurse in the Neonatal Intensive Care Unit at Children’s Hospital of Pittsburgh of UPMC. Her nursing career began in 1982 in the Neonatal Intensive Care Unit (NICU) at Children’s Hospital where Plansinis provided care to newborns and infants with varied medical and surgical diagnosis. After three years in the NICU, Plansinis served as a Children’s transport nurse – accompanying critically ill children from referring facilities to Children’s. After 18 years, Plansinis returned to the NICU, and for the past two years has served as Children’s NICU liaison to the Center for Organ Recovery and Education (CORE). In this role, Plansinis developed a program to identify potential organ/tissue donors and recruited 10 nurses to serve on a committee to assist with shift-to-shift monitoring of potential donors. Plansinis also implemented a process for recording data for quality assurance.

Plansinis is regarded as a valuable resource to the nursing staff in the NICU as well as to the patients’ families. “Kathy is an advocate/donation champion in the NICU,” says one of her colleagues. “She actually organized and revived the donation process within the unit by contacting CORE and educating herself, and the nurses in the unit, on the donation process. Kathy is a role model who supports organ donation, provides awareness and continued education.”

Heather Ambrose, BSN, RN, CPON, CPN  
Children’s Hospital of Pittsburgh of UPMC

Heather Ambrose, BSN, RN, CPON, CPN is the training and education specialist for Inpatient and Outpatient Hematology/Oncology/BMT at Children’s Hospital of Pittsburgh of UPMC.

During the nine years Ambrose has worked at Children’s Hospital, she has been looked to by physicians, patient care coordinators, social workers, dietitians, and nurses to provide insight regarding oncology care.

A member of the Association of Pediatric Hematology/Oncology Nurses (APHON), Ambrose presented at the APHON national conference as well as four other national conferences this year. Ambrose has also been an active participant on the Child Health Care Corporation of America initiative, which is developing a critical-thinking curriculum for acute care nurses. In addition, Ambrose is a member of several important committees at the hospital, including Education/Research/Professional Development, Bereavement, New Hospital Transition Steering, Evidence-Based Practice, and Chemotherapy Oversight.

Ambrose works to improve patient outcomes and to involve staff nurses in practice changes. She developed a review course specifically for Hematology/Oncology nurses and has helped more than half the staff to become certified. This year, Ambrose was responsible for developing and coordinating the education and orientation of all hospital staff transitioning to Lawrenceville.

Matthew Botti, BSN, RN  
UPMC Braddock

As a clinical coordinator in UPMC Braddock’s Emergency Department, Matthew Botti often faces long days, intense trauma situations, and innumerable patients. His desire to help others on a one-on-one level inspired him to go into the nursing field – the ability to touch people’s lives makes the hard work worth it.

One example of a situation that Botti experienced was a patient who arrived at the hospital in cardiac arrest, pulseless, and unresponsive. Epinephrine and atropine had already been administered, but the team wasn’t getting any results. Having recently been certified as an Advanced Cardiac Life Support instructor, Botti suggested using vasopressin as an alternative to epinephrine. The patient’s pulse returned and she maintained her blood pressure after being placed on a dopamine drip.

“I present myself as a professional both inside and outside of work. I am an active recruiter and promoter of the nursing profession,” says Botti. “When I tell someone I am a nurse, I say it proudly!”

CONGRATULATIONS!

Maria Rexroad, RN  
Pediatric Unit
Community Health Services  
Heritage Valley Beaver

Desiree Dunn, RN, PCCN  
Progressive Care Unit  
Heritage Valley Sewickley

2009 Recipients of the Cameos of Caring Award

www.heritagevalley.org
Diane Brannan, RN
Excela Health Westmoreland Hospital at Jeannette

Diane Brannan credits her mother as the source of her strength, courage, humor and motivation. “Throughout her battle with cancer, she has inspired me by her determination, strength and hope, which made me realize there is nothing stronger than the human spirit. She taught me to be strong when she was weak, have courage when she was afraid, and have hope when there was adversity.”

Over the past 22 years, Brannan has appreciated the diversity of her career, pointing to experience in orthopedics, surgery, psychiatric, rehabilitation, and home care. Brannan is also grateful for the environment in which she practices.

A preceptor to new nurses, Brannan infuses educational opportunities with enthusiasm for a profession she cherishes, encouraging them to be the best they can be by sharing her knowledge, experience, and feelings of career fulfillment.

Whether teaching or care giving, Brannan guides with loving care.

Susan Byrd, RN
St. Clair Hospital

St. Clair Hospital’s 2009 Cameos of Caring Award Recipient believes she might have had a bit of an advantage in this year’s competition. “The reason is simple,” says Susan Byrd, RN, a staff nurse in Cardiac Rehabilitation, “This is the best job in the Hospital.”

Byrd, a 35-year veteran of the hospital, says her wish to become a nurse started when she was a student at Canevin High School. “I learned the importance of giving back.” Byrd’s first nursing job was at the former Mercy Hospital. When she and her family moved to the South Hills, Byrd applied at St. Clair Hospital.

Byrd refined and expanded her knowledge of the heart in the hospital’s Critical Care Unit and applied for a position in Cardiac Rehabilitation when the hospital opened a Heart Center 11 years ago.

Pat Rowles, manager of the Cardiac/Pulmonary Rehabilitation/Wellness Center, understands why Susan was selected to receive the Cameos of Caring® award by her peers. “Susan’s nursing excellence is coupled with a caring heart,” she says.

Jennifer L. Cain, BSN, RN
UPMC Northwest

Jennifer Cain learns and leads by example. She was first attracted to nursing by her observations of nurses in action during the illnesses of loved ones. In practice she finds that leadership is “critical to the development and advancement of the nursing profession.”

Cain currently works as a professional staff nurse and occasional charge nurse in the surgical pediatrics unit at UPMC Northwest. Cain is a strong advocate for illness prevention and believes that nurses, as educators, can make a difference by promoting healthy lifestyles.

Cain takes inspiration from her patients and is motivated by the daily opportunity to positively influence their patients’ quality of life. She once had the opportunity to care for a couple who had been married for 68 years. “At night the husband would take a wheelchair ride to his wife’s room,” she says. “When he was too weak, he asked me to carry the message to her. Goodnight, I love you.”

Mary Ann Claus-Raible, BSN, RN
West Penn Allegheny Health System, Western Pennsylvania Hospital

Mary Ann Claus-Raible is a clinical nurse III in the Medical/Surgical Intensive Care Unit at The Western Pennsylvania Hospital. She is also the inaugural chairperson of the Nursing Division’s newly formed Professional Development Council.

Raible chose nursing so she could exhibit in her profession the qualities of caring, loving, and helping others; she saw demonstrated by her grandmother and mother.

“My greatest source of job satisfaction is the people I work with,” she says. “We have a great staff.” She also loves her increased involvement in unit and hospital leadership and nursing research, although her heart remains at the bedside.

Raible has received numerous professional recognitions, including a 2009 Lois H. Hann Research Award from the Nursing Division for her study of inter-rater reliability of the FOUR Score Coma Scale in the ICU, a West Penn Hospital Medical Staff scholarship to attend the 2008 NTI Critical Care Symposium in Chicago, and appointment to West Penn’s Academy of Excellence in 2007.

Kathy Clark, RN
Monongahela Valley Hospital

Kathy Clark, a member of the medical/surgical team, was introduced as this year’s Cameos of Caring® honoree as a highlight of the annual Nurses Appreciation Day program at Monongahela Valley Hospital (MVH). “Kathy Clark, a member of the medical/surgical team, was introduced as this year’s Cameos of Caring® honoree as a highlight of the annual Nurses Appreciation Day program at Monongahela Valley Hospital (MVH).”

Clark joined the MVH Nursing Team five years ago, with eight years of clinical experience in orthopedics, surgery, psychiatric, rehabilitation, and home care. Brannan is a strong advocate for illness prevention and believes that nurses, as educators, can make a difference by promoting healthy lifestyles.

Clark takes inspiration from her patients and is motivated by the daily opportunity to positively influence their patients’ quality of life. She once had the opportunity to care for a couple who had been married for 68 years. “At night the husband would take a wheelchair ride to his wife’s room,” she says. “When he was too weak, he asked me to carry the message to her. Goodnight, I love you.”

Sharon Carfang, RN
UPMC McKeesport

Working in the health care industry runs in Sharon Carfang’s family. Her mother worked in the health care field for thirty years, which was part of the reason Carfang decided to go into nursing. “I wanted to do something where I could make a difference in someone’s life,” Carfang said.

Carfang is a staff nurse at the medical surgical unit and serves as a preceptor for new nurses and student nurse interns. In addition Carfang has been a member of UPMC McKeesport’s Professional Practice Council for eight years, working to resolve issues that are important to nurses and improve the quality of patient care.

“Nursing is a challenging profession that offers the reward of helping others in need. It is different than any other profession because it lends more of a personal touch,” she says.

“The most satisfying parts of my career are the interactions I have with my patients, and seeing my patients recover after an illness or a surgery and leave the hospital with their family. It’s nice to know I made a difference in someone’s life.”

Donna C. Carl, BSN, RN
UPMC Horizon

Donna Carl was born to be a nurse. “I don’t remember a time that I did not want to be a nurse,” she says. “I spent hours of my childhood treating my sick dolls and teddy bears with a toy medical kit under an apple tree.”

An advocate for nursing education, Carl finds great joy in every opportunity to teach patients and nurses. “What can be better than teaching a new mother how to keep her baby’s fever down, or teaching an injured patient how to use a pair of crutches for ambulation?”

While at UPMC Horizon, Carl has served in many roles including as an emergency nurse, worked in the finance side of health care, and currently as the infection control specialist. She is also treasurer of her local Association for Professionals in Infection Control in Epidemiology chapter, and a Eucharistic minister.

Kathy Clark, RN
Monongahela Valley Hospital

Kathy Clark, a member of the medical/surgical team, was introduced as this year’s Cameos of Caring® honoree as a highlight of the annual Nurses Appreciation Day program at Monongahela Valley Hospital (MVH). According to Mary Lou Murt, RN, Senior Vice President for Nursing at MVH, Clark was chosen for her commitment to the nursing profession and to her patients, as well as for her exceptional compassion. Murt specifically cited Clark’s participation in the Scouting for Food and Heart Walk programs and her leadership role in the transition to a women-focused medical/surgical unit on 4-East.

Clark’s supervisor Mary Ann Fonzi, RN, praised her attentiveness to patients’ families. “Kathy is always giving emotional, spiritual and psychological support,” she says.

Clark joined the MVH Nursing Team five years ago, with eight years of clinical experience. She has mentored student nurses throughout her career at MVH and has made herself available to pray with patients and families who request that service.
Cathleen Coveny, RN
Kindred Hospital at Heritage Valley

Ever since she was a young child, Cathleen Coveny has had a desire to help those in need and to make a difference in the lives of others, especially the sick and needy. Coveny believes there is no better way to make a difference than nursing. "I have always felt I was called to this profession," she says. "For me, nursing isn't just a career, but an opportunity to positively impact the lives of others through service.

Described by colleagues as a "nurses' nurse," Coveny was twice honored with Kindred Hospital's Above & Beyond Award. "Cathleen always puts her patients first," says a colleague.

"For me, it's all about the patient, providing them with comfort and the best possible care," says Coveny. "I try not to lose sight of that."

Service to others has always been a priority for Coveny. "As a nurse, I find deep fulfillment in sharing my knowledge and compassion with all those I come in contact with," she says. "As with any job, there are both good and bad days; but unlike most other jobs, nursing provides an opportunity to make a difference in the lives of those in need."

Oriana DiCara, RN
UPMC Italy, Istituto Mediterraneo per I Trapianti e Terapie ad Alta Specializzazione

Nurses touch the lives of many patients, often influencing others by their actions without even knowing it. This is how Oriana DiCara felt at age 16 when she experienced a hospitalization, an experience that set her career path at an early age. DiCara is a post anesthesia care unit (PACU) anesthesia nurse at the Mediterranean Institute for Transplantation and Advanced Specialized Therapies (ISMETT) in Palermo, Italy. She is also involved with a pre-clinical project on the problems related to the different stages of living donor transplantation, a project where she is able to use her transcultural nursing skills.

"Patience is a virtue," says DiCara. She practices her nursing skills with compassion and patience. These qualities make her proud to be a nurse, especially when a once debilitated and ailing patient bounces back and is now well, active, and vibrant, due — in part — to good nursing skills.

Excited about her career and the future of nursing, DiCara says she's always ready to help in any critical situation and looks at every step forward as a new experience.

Janet M. Doman, BSN, RN
Uniontown Hospital

The words “quiet strength” best describe Janet Doman, a charge nurse on the Inpatient Rehabilitation Unit at Uniontown Hospital, where she has worked for the past 33 years.

Her sincere, caring disposition and strength are reflected in Doman's stated reason for choosing nursing as a profession: "If I can help the young, old, sick, or recuperating patients and their family members by having them rely on me as their caregiver, then their smile and confidence in me to provide some solace is my just reward," she says. "My ultimate satisfaction is in knowing I've been part of the healing process."

Doman's emotional strength also plays a vital role in death and dying situations, as she has the compassion and energy to console loved ones in need. She demands the best of herself daily for her patients because she realizes that nurses represent the most ‘hands-on’ group of medical professionals – meeting patient needs 24 hours a day, 7 days a week. As a charge nurse, staff relies on Doman to handle difficult and challenging situations. Her quiet strength inspires others to stay calm and collected during any crisis.

In the community, Doman is active at her church, as a member of the California University of Pennsylvania Alumni Committee and the Pennsylvania State School Nurses Association.

Elinor P. Donalson, BSN, RN, RRT, BA
West Penn Allegheny Health System, Allegheny General Hospital

Before entering the field of nursing, Elinor Donalson worked as a respiratory therapist. She realized she needed to find a position that allowed her to have a greater dialogue with patients, physicians and families. She also entered her new career hoping to maintain a holistic approach to healthcare.

Donalson currently serves as a registered nurse in the Coronary Care Unit at Allegheny General Hospital. She also works in the Emergency Room through the per diem pool.

"I love the ability to learn something new every day by utilizing a multi-disciplinary approach to medicine," says Donalson. "I also love being a patient advocate by educating patients and their families, and I'm proud to provide smoking cessation assistance and other helpful information to the patients."

Donalson credits a healthy sense of humor for her ability to persevere when her career becomes increasingly demanding. Keeping a smile on her face keeps her going in even the most stressful situations, she says.

The Patient and Family Centered Care (PFCC) Series

PFCC VisionQuest Workshop

November 13th, 2009
8:00 am - 2:30 pm
Herberman Conference Center
UPMC Shadyside, Pittsburgh, PA

The Journey to Transform the Patient and Family Experience Begins Here... One Step at a Time

TO REGISTER, PLEASE VISIT www.patientandfamilycenteredcare.org or call 412-641-1857

The University of Pittsburgh School of Medicine designates this educational activity for a maximum of 6.0 AMA PRA Category 1 Credits TM.

This continuing nursing education activity has been approved for 6 contact hours by the UPMC Provider Unit of the PA State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

CONFERENCE CO-CHAIRS
Anthony M. DiGioido III, MD
Tami E. Minnier, RN, MSN, FACHE

Jointly Sponsored By The AMD3 Foundation; The Innovation Center at Magee Women's Hospital of UPMC; he University of Pittsburgh School of Medicine, Center for Continuing Education in the Health Sciences
Congratulations, Debbie.

We’ll Miss You.

Debbie Warner
2009 Cameos of Caring Award Recipient

“She loved being a nurse, loved taking care of patients and families, and loved supporting her peers. Her patients adored her sense of humor and her empathetic nature. She was their biggest supporter and advocate. In January 2009, we all lost a wonderful member of the Ohio Valley family of Nursing.”

- Gaye Falletta, Vice President of Nursing Services.

Mary Atkins Donnelly, BSN, RN
Indiana Regional Medical Center

Mary Donnelly is a staff nurse in the Intensive Care Unit at the Indiana Regional Medical Center. Donnelly chose nursing because of her mother. “She was criticized for being a working mother in that day, but continued to be devoted to her profession. I watched as she made a difference in people’s lives,” says Donnelly. “A stroke has left her in a wheelchair, but people stop us in the street and kneel down to tell her how she changed their lives and thank her. It’s truly amazing.”

“Mary brings her knowledge, calmness, and professionalism to the ICU each time she is on duty,” says colleague, Terri Griffith. “She willingly shares her experience with her peers, respects her coworkers for their knowledge, and always is the first to pitch in when things get busy.”

“I have always tried to do the best for patients and have been an advocate for them,” says Donnelly. “I try to be a voice for them and treat them like I would want my own family to be treated.”

“The 2009 Cameos of Caring® award represents the essence of nursing. It’s really about a nurse’s commitment, connection with patients, and their heart,” says Cindy Virgil, vice president of nursing. “Mary is a perfect example of this.”

Kathleen F. Duggan, RN
UPMC St. Margaret

There is often one pivotal incident that leads a nurse to choose their career. For Kathleen Duggan, it was witnessing the care hospice nurses gave her beloved grandmother at the end of her life. “Seeing the care they gave to her, and the humility with which they practiced, was the single most important factor in my decision to become a nurse,” she recalls.

In the same spirit that led her to this profession, Duggan always takes the time to make each of her patients feel special — and specially cared for. “I have never seen a time, even under the most adverse of conditions, that Kathleen didn’t make each patient feel as if they were her only concern,” says a fellow staff member. “Hers is a gentle and true spirit of compassion.”

Duggan has been recognized at UPMC with a “Above and Beyond” award. Duggan demonstrates her dedication to the comfort of her patients as a pain resource nurse, and a member of the pain committee at UPMC St. Margaret. This professional staff nurse is also a strong advocate for encouraging others to pursue the career that has given her such deep satisfaction. “The more I teach and learn, the more I grow to love our craft.”

Desiree M. Dunn, RN, PCCN
Heritage Valley Beaver

Desiree Dunn has been a nurse for 31 years. “As a young 17-year old about to graduate from high school, I had a complete lack of direction,” she says. “I enrolled in my local community college and chose nursing as my career. An uniformed choice back then became a passion today.”

She began her career as a licensed practical nurse then pursued further education to become a registered nurse. Dunn earned certification as a Progressive Care Certified Nurse (PCCN) in 2007 and became a member of the American Association of Critical Care Nurses the same year. “Certification has been a great source of pride for me,” she says. It has raised the bar of professional practice and increased my self-confidence.”

Dunn’s primary focus is education, which she believes empowers the voice of nursing. She is a mentor, a preceptor, and a resource nurse. She works with nursing students often and has helped forge the character and values of students and new graduates. She has also taught educational in-services for staff members on stroke and dementia, and has assisted in the development of protocols for chest and feeding tubes.

“Dunn is also a true and effective patient advocate. It is essential to listen to our patients’ thoughts,” she says. “It is important to try to understand their inner turmoil and be compassionate about their healthcare needs.”

Carey Enciso, RN
West Penn Allegheny Health System, Alle-Kiski Medical Center

Carey Enciso is a registered nurse on the 3E medical surgical unit at the West Penn Allegheny Health System Alle-Kiski Medical Center. Enciso chose a career in nursing because she liked science and was always interested in helping people.

The most satisfying part of Enciso’s career is being remembered by patients. “It’s nice when they compliment you on the care, the time you gave them, or when a family member does the same,” she says. Enciso advocates for the nursing profession by encouraging young people to explore a career in nursing. “I let anyone who wants to choose the profession know that there are many options out there for nurses nowadays,” she says. “I give them reasons to become a nurse and let them know there are many different areas of nursing.”
Ansy George, RN
West Penn Allegheny Health System, Western Pennsylvania Hospital Forbes Regional Campus

Ansy George's passion for nursing and the true care and concern she has for all of her patients is evident in her words and actions. A nurse for almost 20 years, George currently works as a nurse on the Telemetry unit.

George demonstrates the importance of being an advocate for her patients every day. “Ansy’s motivational personality positively affects those around her to do better or to rise to whatever challenges are set before them,” says a coworker. “She maintains that our patients are our main focus, and treats all patients with respect, compassion and dignity.”

“I love nursing – I could never do another profession,” says George. “I am truly blessed to be able to provide healing and hope to people in their time of need. Providing my patients with physical, mental and spiritual care is important to me.”

George reminds new nurses that while good, quality patient care is a must, you must remain open to new ideas, while focusing on the needs of the patient. “The nursing field is always changing,“ she says. “You must always be open to ways you can improve on delivering exceptional patient care to those you help on a daily basis.”

Denise Freund, BSN, RN
Jefferson Regional Medical Center

Denise Freund sees her personal experience as a cardiac patient has helped her see her unit from a patient’s perspective. Freund underwent emergency open heart surgery with Chong Park, MD, at the Heart Institute at Jefferson Regional in August, 2008.

“I have experienced all the services we provide,” she says. “Now I can talk to patients in a different way than before. They ask questions and I can tell them exactly what it felt like for me. I had excellent care.”

Freund is team leader of the progressive cardiac care unit (PCCU) at Jefferson Regional Medical Center. She worked as a casual pool nurse, in staff development and education, and in the step-down unit before joining the PCCU when the unit opened in 2002.

Freund was nominated for the Cameos of Caring® award by Barb Wyvrratt, patient care manager, 5 West PCCU, who says, “Denise is a team leader who is committed to quality patient care, patient safety and nursing advocacy.”

Louise Urban, RN, vice president and chief nursing officer, calls Freund an outstanding nurse who prides herself in caring for her patients with concern, empathy and genuine compassion. “She is a role model for others and that is so important today in nursing,” says Urban. “Through her desire to teach and her nurturing qualities, she helps our new nurses reach their full potential.”

Nancy J. Goodman, RN
Excela Health Latrobe Hospital

Nancy Goodman derives much fulfillment from nursing. “Touching a patient and making a difference in that life and the lives of the family is very gratifying,” she says. “The most satisfying part of my career is the direct patient contact.”

Goodman also values being part of a health care team. Over a 20-year career, she has remained a strong advocate for the nursing profession, serving as a role model in all that she does. A clinical nurse coordinator on a medical surgical floor at Latrobe Hospital, Goodman conveys to new nurses the importance of total dedication to the patients in their care, and the significant impact they will have if they are open to new experiences.

Goodman recalled such a moment while attending to a young mother diagnosed with stomach cancer. The patient desperately wanted to buy a bike for her son, and watch him ride it for the first time. Recognizing the fragility of her patient’s condition, Goodman expedited the necessary arrangements for home care and discharge. Goodman’s attentiveness to the woman’s physical as well as emotional needs made possible a dying woman’s request that might otherwise have gone unfulfilled.

Leslie G. Hamilton, RN
UPMC Senior Communities

Leslie Hamilton doesn’t give up easily and she doesn’t give up on her patients easily either. Nurses are supposed to exude compassion and caring, But those attributes are just part of Hamilton’s personality despite her profession.

Inspired by her observations of the nursing staff at UPMC McKeesport Hospital Emergency Department where she worked in housekeeping, Hamilton decided to go after a career in nursing. She currently works as a nursing unit manager at UPMC Heritage Place.

Hamilton’s compassion manifested itself in one instance where she acted as a patient advocate for a mentally challenged resident who had a tracheotomy and had been tube fed for years. The resident was non-verbal and non-ambulatory. One day however, Hamilton witnessed this resident pull out her tracheotomy (trach) tubing and breath without any respiratory distress. Hamilton approached the resident’s care team and pleaded with them to give the resident a chance at eating normally and staying off the respirator – she even volunteered to personally feed the resident daily. “Today the resident is off the respirator, trach-free, eats regular meals, ambulates within the facility, and laughs every day,” says Hamilton. “Her life has certainly changed.”

For 35 years Susan Byrd has embodied the spirit of nursing. Her passion is cardiac rehab, changing lives by helping patients “learn not to be afraid to live.” Congratulations Susan.
In addition to nursing, senior professional nurse Michelle Harris has a passion for art and decorating. She used her talents to create family quiet rooms in the neurotrauma unit and the cardiac care unit, all on her own time. The beautifully decorated room with the garden mural is the perfect place for families to gather their thoughts and reflect upon their memories. “I hope this room is a place of peace to quiet one’s thoughts, to pray, or to be together with loved ones during a difficult time,” says Harris. “I hope all who enter here find solace, strength, and quiet respite.”

Harris has specialized in intensive care nursing since 1990, first in the neurotrauma intensive care unit, and most recently on the cardiac intensive care unit.

Her coworkers in the CICU feel fortunate to have Harris on their team. “Michelle’s love of nursing is evident in every patient she cares for and every family she meets,” say coworkers. “Michelle is equally skilled in clinical, as well as teaching areas, and her commitment to excellence is evident in all aspects of her professional clinical practice.”

Darlene L. Hills, BSN, CCRN
UPMC Passavant

Nursing provides Darlene Hills, senior professional staff nurse, the opportunity to roll many professions into one. “I can be a caregiver, teacher, speaker, accountant, comedian, and performer,” she says. She tries to make the quality of living better for her patients and anyone else she encounters in her nursing journeys. Through the many faces of nursing, she is able to do just that.

“I became a nurse because I wanted to make a difference in people’s lives,” she says. Hills markets the profession every day by being a good role model. One way she does this is by reinforcing the notion that each patient is a person, not a statistic; and should be loved and compassionately cared for every day.

Hills is involved with many professional nursing committees and associations. In addition, she co-authored and developed a basic critical care course, taught in simulation, at UPMC Passavant.

For Hills, nursing is a profession that offers many rewards. “Nursing is a challenging, yet spiritually rewarding career, knowing that you have made a difference in someone’s life,” she says.

Suzanne Kane, BSN, RN
Western Psychiatric Institute and Clinic

Suzanne Kane has a way with people. As a psychiatric crisis nurse at Western Psychiatric Institute and Clinic’s (WPIC) Re: solve Crisis Center in Point Breeze, she brings a disarming, personal, and calming touch to her interactions with both clients and fellow staff. “Suzanne has a way with words that puts everyone at ease,” says a coworker. “Her spirit and compassion are contagious.”

“It never ceases to amaze me when I see the resilience of the human spirit over and over again,” Kane says. “It is my privilege to help people find the strength inside them to deal with life’s most difficult challenges.”

Through her training, knowledge, and innate ability, Kane helps empower clients in crisis situations to summon the strength and resolve they need to achieve personal goals. “Every day I spend with my clients and colleagues expands my emotional, intellectual, and creative reserves,” she says.

Amy Korinko, BSN, RN, OCN
UPMC Cancer Centers

Through nursing, Amy Korinko has found her way to live Gandhi’s famous affirmation, “We must become the change we want to see in the world.” As a young girl Korinko drew inspiration from the Sue Barton student nurse books and from the love and mutual respect of her multi-generational family. Nursing gave her a context for her inclination to “reach out, soothe, comfort, support, and share life.”

In her role as a lead oncology nurse, Korinko helps patients find the tools to cope and care for themselves and their loved ones. Understanding that nurses obtain a sense of worth from within, she encourages self-worth by making sure to affirm nursing staff for jobs well-done.

Korinko helped found, and was president of the local chapter of the Association of Pediatric Oncology Nurses, and has lectured on radiation therapy and other subjects of clinical practice. She is a member of the Oncology Nursing Society and participates in Relay for Life, Race for the Cure, and Survivor Days.

“My patients have taught me more about living than I could have hoped to learn on any other path of life,” she says.
Bounce back!

Get back to the activities you enjoy with Golden Rehab, our short-term rehabilitative services available at Golden LivingCenters. Our goal is to help you restore your strength and confidence so you can get back to enjoying life.

Experience the Golden Difference. Give us a call today!

---

**Golden LivingCenter – Cambridge Springs**
110 Canfield Street
Cambridge Springs, PA 16403
814-398-4828
Fax: 814-398-2803

**Golden LivingCenter – Clarion**
999 Haidrick Street
Clarion, PA 16214
814-226-8380
Fax: 814-226-6177

**Golden LivingCenter – Kinzua**
205 Water Street
Warren, PA 16365
814-726-0820
Fax: 814-726-9717

**Golden LivingCenter – Meadville**
14714 Park Avenue Ext.
Meadville, PA 16335
814-337-4228
Fax: 814-336-5345

**Golden LivingCenter – Monroeville**
4142 Monroeville Boulevard
Monroeville, PA 15146
412-856-7570
Fax: 412-373-4353

**Golden LivingCenter – Mt. Lebanon**
350 Old Gilkeson Road
Pittsburgh, PA 15228
412-257-4444
Fax: 412-257-8228

**Golden LivingCenter – Murrysville**
3300 Logans Ferry Road
Murrysville, PA 15668
724-325-1500
Fax: 724-325-3859

**Golden LivingCenter – Oakmont**
26 Ann Street
Oakmont, PA 15139
412-828-7300
Fax: 412-828-2669

**Golden LivingCenter – Oil City**
123 Grandview Road
Oil City, PA 16301
814-676-8208
Fax: 814-677-4877

**Golden LivingCenter – Shippenville**
21158 Paint Boulevard
Shippenville, PA 16254
814-226-5660
Fax: 814-226-9896

**Golden LivingCenter – Titusville**
81 East Dillon Drive
Titusville, PA 16354
814-827-2727
Fax: 814-827-7911

**Golden LivingCenter – Western Reserve**
1521 West 54th Street
Erie, PA 16509
814-864-0671
Fax: 814-866-5681

---

**OPENING THIS FALL!**

**Golden LivingCenter – Walnut Creek**
4850 Zuck Road
Erie, PA 16506
1-877-8-Walnut

---

Available at Golden LivingCenters

www.goldenlivingcenters.com

This facility welcomes all persons in need of its services and does not discriminate on the basis of age, disability, race, color, national origin, ancestry, religion, gender, sexual orientation or source of payment. QL.0142.03-CN
Today's healthcare challenges require more than just a better contract, but a more comprehensive approach to improving not only cost, but also quality.

At Amerinet, our members rely on us to help them save money. We offer a full suite of services designed to improve the bottom line.

DATA. SAVINGS. TRUST.

www.amerinet-gpo.com
GOES BEYOND CUTTING COSTS.

HOW WE OPERATE.

It requires sharper thinking. Not a surgical approach for just cutting costs, but also quality of care.

So on us for more than saving money on us for more than saving money, but performance solutions, from supply chain management to data analytics and revenue enhancement. Plus, improvements to technology, quality, safety and education. Then we do what no other GPO can do – connect like-minded healthcare organizations together to solve issues and share insights that improve the health of healthcare. That, perhaps, is the most important contract of all.
Tammy L. Lemin, BSN, RNC
UPMC Bedford Memorial

Tammy Lemin has always been fascinated with the human body and medicine. As a young girl she spent many hours poring over her mother’s “doctor book,” looking up information, studying the images and cross-sectional drawings. She intended to be a medical-surgical nurse, but as she says, “I found my calling by fate in the obstetrical unit, where I have been for most of my career.”

As a professional staff nurse in obstetrics at UPMC Bedford Memorial and a member of the Professional Practice Council, Lemin is a tireless advocate for her patients. A certified car seat technician, she participates in monthly car seat clinics at the hospital and in the community. In addition, she initiated a car seat testing policy for newborns less than 37 weeks gestation.

Lemin is a coordinator for Bedford County Safe Kids and an instructor for the hospitals newborn care class. She finds great satisfaction in the opportunities nursing affords for personal growth and service to people.

Marlene Cain Lucas, MSN, BSN, RN
VA Pittsburgh Healthcare System – University Drive

Marlene Cain Lucas serves as a registered nurse on a Medicine/Telemetry Unit at VA Pittsburgh Healthcare System – University Drive. She is a 1st Lieutenant in the 339th facility of the Army and has been deployed to active duty status.

Lucas enjoys caring and helping people. “It is my desire to enhance the nursing profession and hopefully provide other nurses with a strong sense of security in the work they provide to others on a daily basis,” she says.

An advocate for nursing, Lucas believes education is paramount for the nursing profession to further expand and grow. She plans to pursue a doctorate of nursing practice degree post active duty service. “Good leadership skills and interpersonal communication skills are a must for today’s nursing leaders,” she says.

“I have the greatest opportunity, in support of the Global War on terrorism, to love and provide nursing care to those who deserve so much, but who only ask that we be good stewards of their health condition.”

Janet McFarland, RN
Magee-Womens Hospital of UPMC

When Janet McFarland, professional staff nurse, chose to go into the field of nursing, she did so because of the sense of fulfillment helping others gave her. After graduating from the Community College of Allegheny County with an Associate degree in nursing, McFarland had the opportunity to become a sexual assault nurse examiner through a program with Duquesne University. The program taught her the proper protocol for evidence collection, which she has passed on to other nurses. “This role has increased my awareness of sexual assault,” she says. “I look forward to continuing to work to increase awareness and provide compassion for victims.” McFarland is a member of the International Association of Forensic Nurses and has been accepted to Waynesburg University’s RN to BSN program for the 2009 fall term.

McFarland recalls an incident in which she was assisting a young patient who had been the victim of a sexual assault. The patient was shaken by the incident and fearful about telling her parents what happened. McFarland spent hours caring for the patient and her family while the patient underwent evidence collection.

“Being able to care for someone who may be at their lowest point and meet them wherever they may be is an honor,” she says. “Patients are in a vulnerable position, and recognizing that makes me want to be there for them.”

Patti Mikosky, RN, CRRN
UPMC Mercy

For Patti Mikosky nursing isn’t a job or even a profession, it’s a lifestyle. As a rehabilitation nurse and field services liaison she brings deep passion and commitment to her work caring for and training rehabilitation patients, especially patients with spinal cord injuries. Her enthusiasm and consummate skills inspire both patients and co-workers. “My greatest satisfaction comes from contributing to and witnessing the successes of people with life-altering injuries who have stepped up and exceeded even my expectations,” she says.

Mikosky came to nursing after the illnesses of close relatives, as a way of confronting the helplessness she felt. “When my grandfather died I felt very helpless,” she says. “Within six months of his death I lost two more relatives.” Clinical knowledge and experience empowered her and gave her the competency and skills to contribute both to family and community.

People wonder how she can work in such a depressing field, but Mikosky says, “There is nothing depressing when it comes to being able to teach patients new skills and different ways of doing tasks, how to become independent and watching patients grow toward goals they thought were unattainable.”
Debra J. Myers, RN  
VA Butler Healthcare

What does dedicated nursing have in common with a favorite pair of blue jeans? Sounds like an odd question, but as the focus of modern day nursing advances to a holistic approach, so must the nurses who practice its art.

Due to a medical condition that caused great fluctuations in his body weight, a Veteran had great difficulty finding clothing to wear. What he missed most was his favorite pair of jeans – something he very much identified with – something that was very much tied to his identity, his self-esteem. Now, this is certainly not the job for an average nurse, but Debra Myers is not your average nurse. She tirelessly investigated resources and hunted specialty stores until she hit pay dirt. When she presented the jeans to the Veteran, it made his day – no it made his stay! It had a tremendous and positive impact on his recovery.

“Nursing is no longer just taking care of people,” she says. “It is a many-faceted career. It allows me many options and opportunities to make a difference in someone’s life.”

Myers is well-respected by her peers, and the Veterans she serves. “I am proud to be a VA Healthcare nurse,” she says.

Bernice Pagano, MSN, RN  
West Penn Allegheny Health System, Canonsburg General Hospital

Bernice Pagano chose to pursue a career in nursing to fulfill her need to provide comfort and support to patients. Over the years, she has learned that as a practitioner in technology and an increase in education can't trump the value of care, comfort and personal attention to a patient.

Pagano serves as a registered nurse in the Ambulatory Care Unit at Canonsburg General Hospital. “The most satisfying part of my career is that I can be directly involved in the education of staff members,” says Pagano. “It is extremely rewarding to work by side by side with them and pass on needed information while performing skills and procedures in a stress-free, positive way.”

As a member of her nursing alumni associations, a mentor for new nursing staff and a member of the Nurse Practice Council, Pagano promotes nursing excellence and teamwork within the entire healthcare team.

Renita Parker, BSN, RN  
VA Pittsburgh Healthcare System – Highland Drive

Renita Parker is the Assistant Nurse Manager on 1-3 West, an Acute Inpatient Psychiatric Unit at the VA Pittsburgh Healthcare System – Highland Drive. She has always had a passion for nursing. At an early age Parker knew that she wanted to pursue a degree in healthcare. “I love being a nurse,” she says. “I love developing a strong therapeutic rapport with patients, families and peers. Knowing you had a part in the veteran’s recovery is an awesome feeling.”

Parker helps motivate others by being an example. She consistently utilizes a calm and effective approach to nursing. Patients echo this view and thank her for never giving up on them and saving their lives.

In addition, Parker encourages other nurses to go back to school to gain more knowledge and insight. “Nurses must understand evidence based practice and stay current with the latest research in order to improve patient outcomes and improve the nursing profession,” she says. “I encourage nurses to advocate for patients and don’t be afraid to voice their opinions.”

A lifelong resident of Pittsburgh, Parker is a member of the American Psychiatric Nurses Association.

Kimberly A. Paytas, RN  
Kindred Hospital Pittsburgh – North Shore

Kimberly Paytas began her nursing career in 1983 as a Nursing Assistant working with elderly clients. “I loved working with people and my father challenged me to continue my education to become a nurse,” she says. The first of five children to attend college, Paytas attended school while working and taking care of two small children. “It was difficult but worth it” She became a licensed practical nurse in 1985 and began working at John J. Kane County Nursing Home, where she sharpened her nursing skills. Five years and two more children later, Paytas returned to school in 1990 to earn her registered nursing license.

Paytas was trained in medical surgical, orthopedics, pediatrics, PCU, pre and post-op surgical care, and hospice at Allegheny General and Passavant Hospitals. At Manor Care Paytas was promoted to Director of Nursing and experienced the other side of nursing in the management role. “We created many positive changes,” she says. “I was proud of my co-workers.”

Feeling a need for change and growth, Paytas went to work at Kindred Hospital Pittsburgh – North Shore and acquired the additional education necessary to work as a nurse in the high-observation unit. “My nursing career has led me down many different paths I could never have dreamed I would follow,” she says. “Nursing has been a life-changing experience for me. I would not trade my career for anything!”

Kathy Phillips, RN  
Excella Health Home Care and Hospice

Nursing is what Kathy Phillips knows. “I have always felt a strong compassion for people in need,” she says. “I grew up with a cousin who had multiple medical needs. I helped him through-out childhood and adolescence even when I was young. I knew from that experience nursing is what I wanted to do.”

It was an easy segue to pediatric nursing, where she spent the first 17 years of her career in a hospital setting at Latrobe. From there she transitioned to caring for the entire family as nurse manager of the hospitals family medicine practice near her Salsburg home. After 12 years in that role, the graduate of Citizens General Hospital School of Nursing opted for another new experience, this time bringing care giving home.

“With all the external demands on nurses when trying to provide patients with the best care, I try to work by the motto that you do not need a treatment order or authorization to provide patients with caring and compassion.”

Kimberly Sue Pringle, BSN, MSN  
UPMC Shady Side

Intrigued by nursing in her youth, Kimberly Sue Pringle tested the waters as a “candystriper” volunteer and was inspired by the example of a dedicated nurse on the medical-surgical unit of her local hospital. “She became my mentor and friend,” she says. After more than 30 years I still try to emulate her and her passion for the profession.”

Pringle currently works as a nurse clinician in the 3 West Medical ICU/CCU at UPMC Shady Side.

“The most satisfying part of my career is at the bedside,” she says. “Here is where I leave my imprint, caring for patients, calming anxiety and mentoring student nurses. Our greatest reward is a simple thank you from an anxious patient or family member; knowing we’ve made a difficult situation a little easier to bear.”

As a board member of the Three Rivers Chapter of the American Association of Critical Care Nurses, Pringle networks with nurses nationwide and promotes education and certification of critical care nurses regionally. “Nursing is a dynamic profession,” she says, “offering many opportunities for exposure to new ideas, advancement, change, and fresh perspective.”
Maria Zuccaro Ruxroad, RN
Heritage Valley Beaver

Maria Ruxroad has been a nurse for 33 years, since earning her nursing diploma at St Francis Hospital School of Nursing in New Castle, Pennsylvania. She sets an example for her love and passion of nursing and patient care in the way she team works.

The Rochester resident has been part of Heritage Valley Health System’s Pediatric Asthma program since its inception in 1998. As part of the Community Health Services Programs at Heritage Valley, the goals of the Pediatric Asthma program are to improve quality of life for children with asthma. Ruxroad has been passionate about, and instrumental in, the success of this program and has improved patient care for children with asthma. Through this program, Ruxroad and her team have successfully in reduced the number of emergency department visits, the number of days missed from school and work, and the number of inpatient admissions.

As a young girl, Ruxroad dreamed of becoming a teacher. “Not a day goes by that I do not have the opportunity to educate my patients at perhaps one of the most vulnerable and stressful periods of their lives,” she says. “I can make a difference by the way I act and care for them. I am a teacher in every sense of the word.”

Tawanda Lynn Roberts, BSN, RN
VA Pittsburgh Healthcare System – Heinz Division

Tawanda Roberts serves as an assistant nurse manager on a Traditional Care Unit at the Community Living Center of the VA Pittsburgh Healthcare System. Roberts’ decision to become a nurse was influenced by her mother, Major Maryann McCadden. “I can remember the wonderful stories she would tell about the great satisfaction of being a nurse,” she says. “Nursing wasn’t my first career choice, but it is the best choice I made.”

Roberts is an advocate for the nursing profession at all times. She leads by example and is a role model to her staff. She exhibits a professional demeanor. She encourages her staff to find ways that empower them to utilize their resources and get involved with community outreach and service organizations.

“Nursing is different than any other profession, much more of a personal touch,” she says. “Everyday I’m challenged by the many different tasks that come before me – and that’s what I love about my job.”

Margie Schaefer, RN
LifeCare Hospitals of Pittsburgh

Margie Schaefer, RN, started her nursing career as a nursing assistant. In that role she helped elderly patients for nearly ten years. During that time she admired the professionalism of the registered nurses she worked with so much that she decided to attend Community College of Allegheny County Boyce Campus to become a registered nurse herself.

Fast forward a few years later, now working as a charge nurse and unit leader of the High Observation Unit at LifeCare Hospitals of Pittsburgh, Schaefer has become the registered nurse she admired for her dedication and professionalism. She approaches patients and families with dignity and respect. Patients and families have been through difficult medical situations and are often ventilator dependent with multiple-system failure. As patients are able to recover, her caring manner comes shining through, her smiles and cheers supporting every step of the patient’s progression.

Schaefer’s ability to mentor along with her knowledge and skills earn her a team motivator. “Marge is one of my key problem solvers,” says her manager. “Margie is always willing to help, ” says a coworker. “If I had a family member who needed a nurse, I would want them to have a nurse exactly like Margie.”

Stacie L. Shultz, RN
Excela Health Frick Hospital

Stacie Shultz credits her older sister, a nurse, with guiding her toward health care. She describes her sibbing as a great role model. Following her sister’s example, Shultz, a former medical surgical nurse, encourages others who are interested in the field to act as an advocate for the nursing profession.

Ten years after earning her associate degree in nursing from Westmoreland County Community College, Shultz continues to find challenge and satisfaction in the Emergency Department at Frick Hospital. Here she is part of a nationally recognized team for consistently maintaining patient satisfaction, and takes personal pride in helping to save lives, in ways big and small. As an evidence of the team approach to patient care, Shultz recalled a housebound patient who did not have air conditioning in her home. It was an excruciatingly hot summer day, and Shultz tried convincing the patient to call EMS to be transported to the Emergency Department, but the patient refused. Undaunted, Shultz contacted the Red Cross and the patient’s doctor, looking for a solution. In short order, Shultz was helping to install an air conditioning unit in the woman’s house – the unit had been purchased by the patient’s church.

This personal approach to health care is a hallmark of the Frick Emergency Department and inspires Shultz to do her best. “Nursing has its ups and downs, but it is a very rewarding profession,” she says. “I can’t think of anywhere I’d rather be.”

Diane Stang, RN
West Penn Allegheny Health System, Allegheny General Hospital Suburban Campus

Diane Stang serves as a staff and charge nurse at Allegheny General Hospital Suburban Campus. She is actively involved in her hospital’s Clinical and Work Life Councils and has volunteered her talents to her local church youth camp by serving as Camp Nurse.

Stang’s parents originally pointed her in the direction of nursing, so she attended Beaver County Community College to earn her associate degree in nursing. She currently resides in New Sewickley Township.

“What I love about my job is meeting the needs of my patients,” says Stang. While no one patient or experience stands out as a defining moment in her career, Stang knows her hard work and dedication is making a difference to patients every day.

When the stress of working as a nurse begins to build, Stang says her motivation to keep going comes from the knowledge that she is making a patient’s day better than it was or better than it was going to be. By ensuring that each patient is treated professionally and with the utmost care and compassion, Stang makes sure that at the end of the day, her patients are satisfied – and so is she.

Kelly Stickleay, BSN, RN
Kindred Hospital – Pittsburgh

Kelly Stickleay has been a staff nurse at Kindred Hospital-Pittsburgh for over two years. As a preceptor for newly hired nurses, Stickleay’s positive attitude and caring ability is passed on to those she precepts. She has the patience and perseverance necessary to make sure new staff have all the skills they need to succeed. “I owe my success as a nurse to Kelly,” says one co-worker.

Stickleay provides excellent care to her patients and makes every patient feel special; not only her patients but for all the patients on the unit. “I know Kelly’s patients are receiving the best care possible,” says another co-worker. “She is the biggest team player I know. She is just awesome.” A positive influence for everyone she encounters, Stickleay cares for her co-workers as much as her patients and consistently supports them.

In addition, Stickleay is always looking for ways to broaden her skills as a registered nurse and is cross-trained to work as a case manager and in Kindred’s quality management department. “Kelly has all the qualities it takes to be a Cameos of Caring® nurse. She is caring, dependable, and compassionate,” says a coworker. “She is a true asset to our facility and our profession.”
Debbie Warner, RN (Posthumous Award)
Ohio Valley General Hospital

Debbie Warner graduated from the Ohio Valley General Hospital School of Nursing in 1984. She always told her peers and the student nurses that she couldn't remember a time when she didn't want to be a nurse. Warner spent her entire 25-year nursing career in the Medical-Surgical Department at Ohio Valley General Hospital. Her last role was Director of the Department. Some may say that to limit her experiences to one department, in one institution, was a mistake, but Warner viewed her choice as the best she could have made. She loved being a nurse, loved taking care of patients and families, and loved supporting her peers. Warner energetically promoted Med. Surg. as the centerpiece of the hospital. Her patients adored her sense of humor and her empathetic nature. She was their biggest supporter and advocate. A key to Warner's success as a nurse was embodied in her strong association with family. Warner's family was the most important thing in the world to her. As a result she under- stood the value of family from both the patient and their family's perspectives.

If you were an employee of Ohio Valley, a patient or family member, Warner cared for you as her extended family.

In January 2009, we all lost a wonderful member of the nursing family at Ohio Valley General Hospital.

Christina Yasick, BSN, RN
Excele Health Westmoreland Hospital

Christina Yasick lives by the motto, “Always remember a patient you are taking care of is someone’s family member.” She comes by that philosophy naturally, having accompanied her grandparents to many doctor’s appointments where she witnessed medical professionals showing disinterest or disrespect to those in need of their services. Now in the care giving role, Yasick daily challenges herself by asking, “How would I want someone to take care of my family?”

Beyond her patient care responsibilities at Westmoreland Hospital, she serves on the Unit Based Education Committee and Best Practice Council. An advocate for patients as well as peers, she represents Nursing on Service Excellence and Quality initiatives, giving voice to the ideas and concerns of others.

Her caring ways earned Yasick recognition from her co-workers as Angel of the Month. But that distinction transcends any single time period or patient encounter. A proponent of patient and family education, Yasick takes the time to ensure needs have been met. Her attentive teaching over several weeks allowed a ventilator dependent patient with quadriplegia to go home in the care of his family.

Lynda Zimmerman, RN
HealthSouth Rehabilitation Hospitals of Pittsburgh

Lynda Zimmerman is a registered nurse and relief charge nurse at HealthSouth Rehabilitation Hospital of Sewickley where she has provided nursing care since 2002. After a few years in college, pursuing an accounting degree and working in an office setting, Zimmerman recognized her desire to become more personally involved with people. “Hospital settings had always intrigued me, along with the ‘starched’ white hats the nurses wore,” she says. “The first day I wore my white hat, I was hooked.”

Working in rehab nursing gives Zimmerman an opportunity to witness the patients’ progress from the post-acute stage of their disease or injury to the achievement of goals set upon admission to the rehabilitation hospital. “Watching a patient who initially requires two people to transfer them out of bed, be able, upon discharge, transfer themselves into the car independently is so rewarding,” she says. Zimmerman’s philosophy on nursing is to: “Live by the Golden Rule.”

“Every time I walk into a patient’s room, I understand that it could be me in that bed, but for the Grace of God,” she says. “I do not see nursing as a job but rather as a lifestyle. I truly enjoy every day I walk onto the unit and realize the impact I can have on my patients.”

Health care providers know that for medically fragile and technology dependent children and their families, challenges await long after a child stabilizes.

Founded in 1984 as Transitional Infant Care (T.I.C.®), The Children’s Home’s 28-bed Pediatric Specialty Hospital offers a therapeutic environment providing complex sub-acute care to patients, ages birth to 21, with an emphasis on parent teaching.

We also fill the need for specialized medical day care with Child’s Way®, offering skilled nursing and therapeutic care in a fun, educational atmosphere for children ages birth to 8.

Our facility also features dedicated family living areas for overnight accommodations and Austin’s Playroom for siblings.

www.childrenshomephg.org

Healthcare providers know that for medically fragile and technology dependent children and their families, challenges await long after a child stabilizes.

Founded in 1984 as Transitional Infant Care (T.I.C.®), The Children’s Home’s 28-bed Pediatric Specialty Hospital offers a therapeutic environment providing complex sub-acute care to patients, ages birth to 21, with an emphasis on parent teaching.

We also fill the need for specialized medical day care with Child’s Way®, offering skilled nursing and therapeutic care in a fun, educational atmosphere for children ages birth to 8.

Our facility also features dedicated family living areas for overnight accommodations and Austin’s Playroom for siblings.

www.childrenshomephg.org

Creating Pathways to Growth

5324 Penn Avenue
Pittsburgh, PA 15224
412.441.4884

October 2009 25
We use the word “care” quite a bit in daily conversation. We remind our children to “be careful” when they head out the door to play. We say “take care” when parting ways with a friend or acquaintance. Caring takes on many forms. There’s the care a husband or wife shows their spouse when seeing them through the flu or another sickness. There’s the comforting care a parent shows their child when they suffer a scrape or bruise. And there’s the loving care shown by nurse to patient — a care that often goes far beyond traditional medical treatment.

By design, “care” is part of our identity at Family Hospice and Palliative Care. We take great pride in the compassionate care our staff shows to patients and families alike. It’s at the core of what we do each and every day. The families of patients with life-limiting illnesses deserve to be cared for. This includes not only the comfort of their family member, but the well-being of the caregiver.

End-of-life education, caregiver training sessions, spiritual support, art, music and pet therapy and bereavement counseling are all part of the continuum of care. But it doesn’t end there. Care is manifested in a variety of ways.

A nurse takes the time to sit at a patient’s bedside, not to administer medication, but to listen. To hold the patient’s hand while they recall a favorite story from years gone by, or to brag about a grandchild’s latest achievement. To pray. To share a laugh. To be a nurse without ever making the one being cared for feel like a patient.

That compassionate care was recognized recently when one of our Family Hospice and Palliative Care nurses, Mary Jo McLaughlin, was named one of the ten “Best of the Best” nurses in western Pennsylvania by the Pittsburgh Post-Gazette. Mary Jo is exemplary of the type of care provided by our staff — she couldn’t be more deserving and we could not be more proud of her.

Mary Jo received this honor thanks to a testimonial submitted by a family for which she provided care. This particular patient and his wife wanted above all to be together, at home. As the patient’s wife explained:

“Mary Jo honored our commitment to one another on our terms. She made sure I had what I needed to keep my sweetie and me safe and well. She encouraged me to take care of myself and to take advantage of the resources hospice had to offer, including caregiver respite. She listened with an open heart. Mary Jo was with me when my husband died. Like an angel, she knew to be there.”

Could care be bestowed in a more touching fashion? Not only did it make a difference in the life of a patient — but it made a life-long impression on his caregiver. Examples of care surround us every day, and we are fortunate both to experience and be witness to them. It is not something to be taken for granted.

Webster’s describes care as “watchful attention.” But it is so much more than that. It is a touch, a gesture, a commitment, a mission, a gift. Here’s hoping you experience the gift of caring in your life.

Rafael J. Sciullo, MA, LCSW, MS, is President and CEO of Family Hospice and Palliative Care. He may be reached at rsciullo@familyhospice.com or (412) 372-8800.
Now, our children are increasingly participating in more organized activities. No longer does a sport have one defined season. These activities, such as basketball and dance, have become year long commitments in order to be competitive. Parents seeking to provide the best opportunities for their child to excel are starting their children at earlier ages (3 and 4 years old). They are dedicating several hours daily to the activity, and increasing competitive schedules. As a result medical professionals are seeing many younger children with injuries from fatigue and overuse, as well as injuries that are directly sport related. This necessitates a team plan for recovery and return to play.

Often times, an injured child will visit their primary care physician for an initial assessment. This assessment will help guide the physician down the proper path that the individual will take on the road to recovery. In other cases, more common to children who participate in high school sports, a certified athletic trainer, a physical therapist, and/or a physician specializing in orthopedics/sports will be first to evaluate an acute injury occurring on the field of play. Depending on the nature and severity of the injury, diagnostic testing may be used in conjunction with a clinical exam to help formulate an accurate diagnosis. In either scenario, a determination will be made in terms of medical management and recovery. This recovery process typically involves a properly guided physical therapy program of rehabilitation.

A physical therapist will perform a careful clinical exam to assess musculoskeletal impairments involved with the injury, such as range of motion, strength, ambulation, and swelling. A program will then be designed based upon the impairments to progress toward a full recovery to normal activities of daily living and then return to sport. This program will involve the integration of multiple bodily systems (muscular, neurological, cardiovascular) in order to achieve a successful outcome.

In addition to strength and endurance training under close supervision, manual therapy techniques such as joint and or soft tissue mobilization may be used to reduce muscle spasm, improve spine/joint mobility, and reduce pain. To round out the program, balance, agility, and specific exercises are implemented to allow the systems a chance to work together in an activity specific manner.

As it becomes apparent that the athlete is nearing the end of their physical therapy program, discussions on how to properly and safely return to sport begin to take place. These discussions involve the individual, the parent, the physician, the physical therapist, as well as a sports performance specialist.

At UPMC Sports Performance, we work in conjunction with the physical therapist to get the athlete ‘sport ready’. At Sports Performance, we view movement from the sport technique and how it must be performed in order for the athlete to be successful. We look for deficiencies that may exist throughout the entire kinetic chain. Based upon the goals of the athlete, we devise a program that systematically develops the entire athlete towards their goals. We assist the athlete in regaining confidence in their abilities to perform through challenging and obtainable sport related activities. We teach the athlete proper training techniques and injury prevention.

The athlete’s support network is no longer just the family and coach. Centers for Rehab Services and UPMC Sports Performance are here to complete the team for the athlete in their return to play and assisting them in exceeding their goals.

For more information regarding the services offered by Centers for Rehab Services, contact Brian Caricato, Facility Director Centers for Rehab Services – Allison Park, at (412) 487-4710 or e-mail caricatobs@upmc.edu.

For more information on Sports Performance programs and services, contact Colleen Rosensteel, Facility Director UPMC Sports Performance North, at (724) 444-8850 or rosensteelc@upmc.edu.
Many graduates from the physical therapy program at Duquesne University are successful leaders. Several of our graduates run flourishing private practices, one of which has a charitable foundation associated with it. A remarkable number of our graduates head multidisciplinary departments that, on occasion, span several hospitals or clinics. Many more alumni are directors of physical therapy departments, hold leadership positions within chapters of the American Physical Therapy Association and direct residency programs for postgraduate professional development.

To what do we attribute the remarkable success of our graduates? Although our curriculum includes instruction in leadership, in Duquesne University's physical therapy program, ongoing faculty-student interaction is the key to our graduates’ success. Our faculty has established a culture of learning that incorporates—and sustains—values recognized in successful leaders: high expectations, inspiration, motivation, and ethical behavior.

High Expectations

In every course we teach, our expectations are high. Students who do not meet these expectations do not progress. Although compassionate remediation is available, our students understand that failure to meet academic expectations will mean that they do not progress. Because faculty conveys these expectations at the beginning of the curriculum, students understand that implicit in their success is an increasing need to take leadership over their own time management and study habits.

Ethical Behavior

Perhaps most important to nurturing successful leaders is promoting ethical behavior. As instructors, our faculty members help students identify and analyze basic ethical and moral problems that will inform their development and decision-making as healthcare professionals. As mentors who employ honesty and integrity in all of their interactions with students—even when criticism is involved—they become role models of ethical leaders whose principles students respect and emulate.

The success of our interaction-based strategy is found in the leadership positions at leading medical centers. Our faculty, working closely with our students and alumni, continues to develop new strategies for promoting ethical leadership in the healthcare profession.

Physical Therapist: A Member of the Wound Care Team

When one thinks of physical therapy, providing chronic wound care treatments may not be the first thing that comes to mind. The fact is that wound care has been part of the physical therapists’ practice for some time. Physical therapists have the skills and treatment techniques which make them an ideal candidate to be part of the chronic wound care team. Many of the same treatments that therapists use to reduce pain and edema, promote muscle tissue healing and improve tissue strength and endurance can be applied to the healing of wounds. This article will review the treatment techniques that physical therapists use to promote tissue repair and wound healing.

Problematic Wounds

Although it is often easier to instruct patients in correct pressure-relieving devices to wound healing, and sharp debridement of the wound bed. Finally, physical therapists bring their knowledge of seating and pressure-relieving devices to wound healing. By instructing patients in correct pressure-relieving activities and providing pressure-relieving surfaces such as gel wheelchair cushions, physical therapists can promote wound healing and prevent future skin breakdown.

According to the Association for Advancement of Wound Care (AAWC), wound management is a multifactorial, multidisciplinary process, therefore, an interdisciplinary team approach is essential. By combining their knowledge and skills with other members of the team—nurses, physicians, occupational therapists, nutritionists, and social workers—physical therapists can play a vital role in the healing of chronic wounds.

Tonya Miller, Director of Rehab Education and Program Development, Celtic Healthcare Central PA Regional Director, can be reached at (800) 355-8894 or visit celtichealthcare.com.

(1) http://researchnews.osu.edu/archive/exerel.htm
(2) http://www.aawconline.org/pdf/AAWCMultidisciplinaryStatement.pdf
(3) http://www.medicaledu.com/estim.htm
(4) http://www.medicaledu.com/ultrasnd.htm
(5) http://researchnews.osu.edu/archive/exerel.htm
(7) http://www.medicaledu.com/estim.htm
(8) http://researchnews.osu.edu/archive/exerel.htm
(10) http://www.medicaledu.com/estim.htm
We’ve Built an Amazing Rehab Team.

Our new rehab gym makes our patients’ rehab experience more comfortable. Our state-of-the-art equipment, like our GameBike and Wii system, makes it more interesting. But it’s our amazing rehab team that makes it so effective.

Our full-time team of 10 rehab professionals includes two physical therapists who have over 30 years of experience in orthopedic rehab between them and an extensive knowledge of the latest treatment techniques. The entire team has completed advanced rehab training and stays current on new developments through ongoing education.

At The Commons, our patients receive rehab care on par with what they’d get at most hospitals. And our friendly, caring team is focused on each person’s best possible recovery.

There’s lots to tell about rehab at The Commons. To find out more, call 412-421-8443.

We’re Perfecting the Art of Superior Care.

The Commons at Squirrel Hill
2025 Wightman Street • Pittsburgh, PA 15217 • thecommonsatsquirrelhill.org • 412-421-8443
## CASE MANAGEMENT

### Kane Ross Social Service Staff Adapts, Meets Challenges

**BY SARAH FRANK, MSSW, LMSW, ACSW**

As Social Service Supervisor at the Ross site, it has been my pleasure to work together with unit caseworkers Karen Smith-Lindo and Paula Brannagan for over 10 years. Karen and I have worked together at Kane for over 17 years, and I supervised Paula as a student when she was earning her bachelor’s degree.

The stability of our department is no small feat considering that the average length of stay for a nursing home social worker is less than two years. Over the years, we’ve assumed additional tasks and accepted the mounting responsibilities of social service in long term care.

Our role and workload has changed drastically in the last decade, particularly related to the number of discharges and admissions, as well as the complex medical, psychiatric, familial and financial issues of our clients. In 1998 we had 74 admissions to the facility. That number more than tripled to 248 in 2008. Admitting a resident to the facility is one of the caseworker’s most important duties. We believe that a positive admission experience will assist the resident/family in the overall adjustment process and minimize the potential for negative outcomes.

Although we now actually have less social service staff, in the last decade we have had more than tenfold increase in the number of residents discharged from the facility. In 1998 we had 13 individuals discharged back to the community and in 2008, 168 people were discharged. Currently, approximately 75 percent of our residents are admitted as short-term stays.

The role of the caseworker is pivotal in the discharge process, and I am constantly amazed by the tenacity, creativity and resourcefulness of Karen and Paula. Managing a case-load of 120 people is no easy task.

The social work staff at Ross also works closely with mental health staff to improve the quality of life for the residents. We appear to now be serving many younger individuals, the chronically mentally ill, and those with substance abuse issues. As one can imagine, working with these clients can be particularly difficult, stressful and labor intensive. With the advent of more comprehensive mandated tools such as the MDS, the social service staff is charged with these clients can be particularly difficult, stressful and labor intensive. With the advent of more comprehensive mandated tools such as the MDS, the social service staff is charged with the quality of life for the residents. We appear to now be serving many younger individuals, the chronically mentally ill, and those with substance abuse issues. As one can imagine, working with these clients can be particularly difficult, stressful and labor intensive. With the advent of more comprehensive mandated tools such as the MDS, the social service staff is charged with.

The Social Work perspective offers what I believe to be the most holistic approach to resident care, and staff have been involved in many diverse endeavors, such as behavioral care planning, pain management, advance directives, legal guardianships, psychiatric commitments, resident and family groups, restraint reduction, HIPAA compliance, voting registration, coordination of community resources, mood disorder management, transportation arrangements, cognitive assessment and overall resident/family satisfaction with the care provided. Recently we have even been assigned the task of registering visiting pets.

As a supervisor I try to be reasonable in my expectations and understanding of the difficult challenges that the caseworkers face. I am sincerely appreciative of their efforts. I try to seek the staff’s advice, listen to their opinions and incorporate their ideas in to practice.

The most gratifying aspect of this job is that after all these years it is still interesting. There are always challenges to accept, deadlines to meet and problems to solve. Kane still offers these opportunities, and the staff members with whom I work are exceptionally dedicated, creative and hard-working.

People here function cooperatively with one another with the common goal of providing quality care to the residents and their family members. I cannot tell you how many times that Kane has been described to me by grateful family members as “a well kept secret that I wish I’d known about before.”

In my view, a family member said it best when several years ago he wrote in the comment section of our Annual Satisfaction Survey, Kane Regional Center: “This is government at its best.” When it serves the best of our citizens.

I have never forgotten that.

Sarah Frank, Social Service Supervisor, Kane Regional Center-Ross, can be reached at (412) 369-2192 or sfارة@county.allegheny.pa.us.

### A New Approach to Case Management is Happening at Kindred Hospitals Pittsburgh

Case managers have many different “hats” but one of them is to control the coordination of complex services needed to meet our clients needs while controlling the costs of those services. In an effort to maximize this effort Kindred Hospitals have instituted a clinical coordination program that uses the interdisciplinary team as content experts in planning and coordinating the care of our clients with our medical staff.

Historically, the interdisciplinary teams have met to discuss the needs of our clients but the locus was on discharge planning needs. In an effort to increase coordination of care the interdisciplinary teams have been realigned and educated in the Clinical Coordination process. This process increases the communication between the physician and healthcare team, verifies the ongoing necessity of the patient’s hospital stay, ensures ongoing documentation of new or more specific diagnoses or treatments and improves the overall quality scores for the faculties.

The Clinical Coordination process starts prior to the client arriving in the facility. Kindred’s clinical liaisons act as the bridge between the short-term acute hospital and the LTAC. The clinical liaison provides a synopsis of the patient’s current medical and co-morbid conditions to the healthcare team prior to admission via the admission referral packet. The clinical information is then processed and analyzed to prepare for our clients’ arrival. Upon arrival, the physician and the healthcare team evaluate our patients as usual. The difference occurs during the interdisciplinary team meetings.

The interdisciplinary team members are now considered content experts. They have the ability to interact freely with the medical staff to ensure that our clients needs are being met. During the interdisciplinary team meeting the staff members are encouraged to discuss our clients needs and to put plans into place to meet those needs. Interdisciplinary discussion occurs regarding how best to treat the scenarios that are brought forward. Case management’s new responsibility is to listen to the other team members and ask questions to elicit further information about changes in the treatment plan and issues that have developed. Clinical coordination process allows the case managers real time access to the information needed to plan and coordinate for our clients needs and care.

Case managers benefit when the clinical coordination process is used: Improvement in the identification of the working DRG, which provides the target length of stay; sooner identification of potential problems that are brought up as concerns during the interdisciplinary team meeting; a team effort in moving the patient through the health care system; and a better understanding of the post hospital needs that our clients have.

But, the clinical coordination process also benefits other healthcare team members. The physician is assured we have the correct working DRG, which in most cases will allow the physician more time to treat our clients. The quality department managers hear common themes and trends in “real” time. This relieves a problem identified and trending backwards to find the solution. The members of the interdisciplinary team have their patient concerns addressed by the team and the solutions are now group focused and implemented.

And for the LTAC client this process equates to quality efficient care, a smoother transition through the continuum of care, and more individualized attention to their healthcare needs.

Janean Foreman, District Director of Case Management, Kindred Hospitals Cleveland Pittsburgh District, can be reached at Janeen.foreman@Kindredhealthcare.com or visit www.Kindredhealthcare.com.
Hospital News

Considered "staff intensive" as the average board.

Bringing the surgeons and pediatricians on the transition to all Care Management by early 2008 the department had completed other assignments.

It took a period of time, but by program and started requesting a care manager. Physicians began to see the benefits of the very happy with this setup. Slowly other physicians began to see the benefits of the program.

Evident by polling the physicians who were assigned to a care manager that they were evident by polling the physicians who were assigned to a care manager had greater confidence in their care anytime they are admitted. It was also evident by polling the physicians who were assigned to a care manager that they were very happy with this setup.

Because the Care Managers know their patients well and normally round with the physician teams have remained unchanged for the most part, the nurses know who to call with questions about their patients.

Another group that benefits from having access to the Care Managers is the nursing staff members on the inpatient units.

The second was that patients who were transferred to a single physician who typically has a large inpatient census. When asked the best part of the move from Case to Care Manager, Shaffer replied, "I like being more involved in the care of the patient beyond discharge planning." Other staff members and several younger members of the medical staff have always worked within this model.

The past fifteen years has seen the number of employees in the department increase, but also the responsibilities grow.

There have been several FTE’s added since the program began in 2000. There is also positive feedback from the medical staff because they develop a working relationship with their RN Care Manager and know who to turn to when they need help.

In addition, the RNs have seen the benefit of such a program. Christa Shaffer, RN, CMC has been in the Care Management Department since 1998 and began as a Case Manager. She moved into the Care Manager position in 2002 and is assigned to a single physician who typically has a large inpatient census.

The Care Management program began in August of 2000 and started with just a few physicians and two RN Care Managers. At that time, RN Case Managers were unit based and co-assigned with a social worker. Over time, however, several things became clear. The first was that running two different models within the same department did not provide for ease in sharing assignments.

The second was that patients who were assigned to a care manager had greater continuity if they were readmitted. It was also evident by polling the physicians who were assigned to a care manager that they were very happy with this setup. Slowly other physicians began to see the benefits of the program and started requesting a care manager.

Because the RN-Care Manager and physician teams have remained unchanged for the most part, the nurses know who to call with questions about their patients.

Another group that benefits from having access to the Care Managers is the nursing staff members on the inpatient units.

The second was that patients who were assigned to a care manager had greater continuity if they were readmitted. It was also evident by polling the physicians who were assigned to a care manager that they were very happy with this setup. Slowly other physicians began to see the benefits of the program.

Evident by polling the physicians who were assigned to a care manager had greater confidence in their care anytime they are admitted. It was also evident by polling the physicians who were assigned to a care manager that they were very happy with this setup.

Because the Care Managers know their patients well and normally round with the physician teams have remained unchanged for the most part, the nurses know who to call with questions about their patients.

Another group that benefits from having access to the Care Managers is the nursing staff members on the inpatient units.

The second was that patients who were assigned to a care manager had greater continuity if they were readmitted. It was also evident by polling the physicians who were assigned to a care manager that they were very happy with this setup. Slowly other physicians began to see the benefits of the program.

Another group that benefits from having access to the Care Managers is the nursing staff members on the inpatient units.

The members of the Case Management Department see themselves as an integral part of the patient’s hospital stay and also an important member of the healthcare team.

The Care Management program began in August of 2000 and started with just a few physicians and two RN Care Managers. At that time, RN Case Managers were unit based and co-assigned with a social worker.

Over time, however, several things became clear. The first was that running two different models within the same department did not provide for ease in sharing assignments.

The second was that patients who were assigned to a care manager had greater confidence in their care anytime they are admitted. It was also evident by polling the physicians who were assigned to a care manager that they were very happy with this setup. Slowly other physicians began to see the benefits of the program.

Because the Care Managers know their patients well and normally round with the physician teams have remained unchanged for the most part, the nurses know who to call with questions about their patients.
Instead of playing outside, it's video games on the couch. Instead of a well-balanced brown bag lunch, it's pizza sticks in the school cafeteria. In a world where meals are "Happy" when they're "Supersized" and exercise means swinging a video game controller at a virtual golf ball, kids hardly stand a chance at being healthy.

Children today are born into a culture of unhealthy habits and it's taking a serious toll. Whether it stemmed from bad behavior passed down from parents or the unhealthy attitudes ingrained in our society, childhood obesity has become an epidemic.

According to the Center for Disease Control and Prevention, more than 30 percent of young people are obese. That means nearly one third of our children are living with an increased risk for heart disease, diabetes, high blood pressure and even some forms of cancer. And what's worse is that many don't know any better.

Bringing an end to childhood obesity means changing how young people think about health. It means eating better, eating less and getting up and moving. It's a change young people have to make for themselves, and it can happen with support from UnitedHealth HEROES.

UnitedHealth Group's HEROES grant program helps young people take the lead in fighting childhood obesity. HEROES grants provide funding for school groups and youth organizations to develop creative programs for teaching schoolmates, friends and community members how to make healthy choices. Youth leaders can submit applications to the program for their organizations online at www.ysa.org.

In the HEROES grant program, students, teachers and youth leaders collaborate to bring the benefits of healthy living to the young people in their community. Together, they explore new, inventive ways to educate their peers on important health topics like proper nutrition, portion control and the benefits of exercise. HEROES programs can be classes, clubs, festivals, school activities or community events. One school or youth group may organize a lecture on healthy eating tips from a local restaurant's chef. Another may start a club where kids can meet after school to go on bike rides. With funding from a UnitedHealth Group grant, these programs make a healthy lifestyle attainable for children of all ages, shapes and walks of life.

Youth-led programs in Pennsylvania that have already received funding from UnitedHealth HEROES grants include:

- Healthy cooking classes for a group of preteens at Greater St. Mathew Baptist Church in Philadelphia who prepared a healthy luncheon for 50 of their peers
- A wellness-themed science fair at Klein Elementary School in Erie followed by a family night for sharing projects and preparing a healthy dinner for parents and friends
- A healthy eating and lifestyle program tailored to the needs of small children designed by students in the early childhood education program at Lackawanna College for six childcare centers in northeastern Pennsylvania.

By working together to explore new ways to educate, support and motivate their peers in adopting healthier lifestyles, young people can make the positive changes that lead the fight against childhood obesity. UnitedHealth HEROES grants provide the resources they need to bring their ideas to life.

Children shouldn't have to learn how to manage diabetes before they walk down the halls of a high school. They shouldn't have to worry if their heart is strong enough to play on the school's soccer team. And if young people continue to join the fight against childhood obesity by becoming UnitedHealth HEROES, many of them won't have to.

Sue Schick, CEO, United Healthcare of Pennsylvania, can be reached at sue_schick@uhc.com.
UNHAPPY WITH YOUR SNOW REMOVAL SERVICE?

Did you have these problems with your contractor...

• Billing Problems
• Poor Performance
• Failed To Communicate
• Ran Out of Rock Salt

We provide several snow removal service plans based on your requirements. We stock over 5000 tons of Rock Salt so we NEVER run out. We specialize in lots from 1/4 acre up to 100 acres.

SNOW and ICE MANAGEMENT Company is one of the areas largest distributors of:

- Bulk and Bagged Rock Salt – (We never run out of our supply of Rock Salt this past winter, while most others did.)
- Calcium Chloride Products and Ice Melter Products
- Liquid De-icers Pre-Heating Products
- Exclusive distributor of Magic Salt & Magic O in the Greater Pittsburgh area

Magic Salt is the only approved EPA -- “GREEN” product on the market. SUPPORT THE ENVIRONMENT - GO GREEN !!!

Save money on our EARLY BUIY and DELIVER programs of bulk rock salt, bagged rock salt, ice melters, and MAGIC SALT the only EPA approved “GREEN” ice melt product on the market. Secure your de-icer needs during the summer months for huge savings, and beat the salt shortage and salt price increases which will be worse than last year.

SNOW & ICE MANAGEMENT Co. of PA.
412-341-1060
e-mail: snowandicemanagement@hotmail.com
Visit our website at www.snowandicemgmt.com for more information and to request a FREE QUOTE.

Healthcare Professionals in the News

ALLE-KISKI MEDICAL CENTER

Elaine Hatfield, RN, BSN, MBA, was recently named Vice President of Patient Care Services and Chief Nursing Officer at Alle-Kiski Medical Center (AKMC), a role she served on an interim basis from June 2008 to February 2009.

CANONSBURG GENERAL HOSPITAL

Acacia J. Svonavec was recently appointed the Director of Public Relations/Guest Relations and Volunteer Services at Canonsburg General Hospital. Svonavec was previously employed as a Communication Specialist at Windber Medical Center.

CENTURY CLUB OF DISTINGUISHED DUQUESNE UNIVERSITY ALUMNI

Recognize Two Local Healthcare Executives

Scott M. Lammie, chief financial officer of UPMC Health Plan and senior vice president of UPMC Insurance Services Division, and Arnold E. Burchianti II, founder and CEO of Celtic Healthcare Inc./Celtic Rehabilitation Services, are two of five new members who were recently inducted into the Century Club of Distinguished Duquesne University Alumni. The Century Club was established during Duquesne’s 100th anniversary in 1978 to recognize graduates with exemplary records of professional achievement and service to the University and community.

CONSUMER HEALTH COALITION

Consumer Health Coalition announces the appointment of their new Executive Director, Beth Heeb. Heeb relocated from Buffalo, NY where she served as Executive Director of a not-for-profit organization that provided assistance to at-risk youth and senior citizens.

GROVE CITY MEDICAL CENTER

David A. Poland, CPA, MBA, has been appointed Chief Financial Officer of Grove City Medical Center. Most recently, he served as Chief Financial Officer of Meadville Medical Center, and previous steps in his career path include healthcare systems in Columbus, OH and San Antonio, TX.

SOCIETY FOR HEALTHCARE STRATEGY AND MARKET DEVELOPMENT (SHSMD)

Members of the Society for Healthcare Strategy and Market Development (SHSMD) of the American Hospital Association have elected Tess Niehaus, a hospital marketing and communications executive from St. Louis, as 2010 president-elect of the SHSMD board of directors. President-elect designate Tess Niehaus is vice president of marketing and communications at St. Anthony’s Medical Center in St. Louis, MO.

THE WASHINGTON HOSPITAL

The Washington Hospital is pleased to announce that James A. Marks, D.P.M., has been named Medical Director of the Wound & Skin Healing Center.

WELLSPRING WORLDWIDE

Brian Bricker, R.N., B.S.N., formerly Director of Marketing Operations with HealthSouth Hospitals has joined Wellspring Worldwide as Vice President of Business Development for Healthcare Initiatives. Bricker’s background includes over 15 years of healthcare experience in hospital administration, organ procurement, EMS, nursing and marketing. Bricker’s focus will be working with healthcare professionals to commercialize their ideas for improving the lives of patients and practitioners through the Wellspring’s Services for Entrepreneurship and Economic Development (SEED) program. The SEED program is a regional initiative designed to evaluate new business ideas and launch technology-based companies.

UNHAPPY WITH YOUR SNOW REMOVAL SERVICE?

Did you have these problems with your contractor...

• Ran Out of Rock Salt
• Failed To Show Up
• Poor Performance
• Failed To Communicate
• Billing Problems

We provide several snow removal service plans based on your requirements. We stock over 5000 tons of Rock Salt so we NEVER run out. We specialize in lots from 1/4 acre up to 100 acres.

We have been in the snow removal business for over 17 years, have the experience, equipment, manpower and technology to meet all of our customers expectations. Let us prove what we can do for you.

SNOW and ICE MANAGEMENT Company is one of the areas largest distributors of:

- Bulk and Bagged Rock Salt – (We never run out of our supply of Rock Salt this past winter, while most others did.)
- Calcium Chloride Products and Ice Melter Products
- Liquid De-icers Pre-Heating Products
- Exclusive distributor of Magic Salt & Magic O in the Greater Pittsburgh area

Magic Salt is the only approved EPA -- “GREEN” product on the market. SUPPORT THE ENVIRONMENT - GO GREEN !!!

Save money on our EARLY BUY and DELIVER programs of bulk rock salt, bagged rock salt, ice melters, and MAGIC SALT the only EPA approved “GREEN” ice melt product on the market. Secure your de-icer needs during the summer months for huge savings, and beat the salt shortage and salt price increases which will be worse than last year.

SNOW & ICE MANAGEMENT Co. of PA.
412-341-1060
e-mail: snowandicemanagement@hotmail.com
Visit our website at www.snowandicemgmt.com for more information and to request a FREE QUOTE.

Prepare for Leadership in Health Policy & Management

M A S T E R  O F  H E A L T H  A D M I N I S T R A T I O N

Department of Health Policy & Management

This fully accredited, competitive graduate Program is designed to provide students a professionally oriented advanced degree to prepare them for positions of leadership in health care management and policy-making.

THE MHA PROGRAM PROVIDES

• Experienced, accessible teaching faculty
• State-of-the-art curriculum balancing public health disciplines with managerial knowledge and skills
• Exposure to prominent scholars and leaders in healthcare management and policy
• Mentoring by healthcare executives and networking opportunities
• Supervised “hands on” management residency

FOR MORE INFORMATION
Call Donna Schulz at (412) 624-3123
e-mail: dschuiz@pitt.edu
or visit our webpage: http://www.hpm.pitt.edu/

University of Pittsburgh
Graduate School of Public Health
When It Comes to Stocks, Quality Counts

As the saying goes, you get what you pay for. Regardless of the product or service, usually a discernible difference in quality leads to a higher cost for the product or service.

For stocks, quality could be defined as having financial stability, consistent earnings, a viable range of products and services and a strong market. These are also the attributes you should look for when building diversified portfolio of stocks. With a new company, are you interested in the latest technology, distribution or new markets? These types of stocks will go down in a row the volatility and greatly reduce the chance of permanent loss of capital in times of down markets. Proper portfolio management seeks to create a diversified portfolio that gives the individual an opportunity for appreciation, but also a cushion in case particular investments or styles do not perform well.

We feel the solution that addresses both appreciation and safety is to own very high quality companies that are financially strong, have well-established positions within their lines of business and pay dividends. While these types of stocks will go down in a significantly weak market, they should fall less than the average stock and, just as importantly, should have a greater probability of going back up when market conditions improve.

The reasons that quality companies remain more of their value in a down market are many. Quality companies have strong positions in their lines of business and can not only weather a down market, but realistically have the opportunity to increase their market share during economic turmoil if weaker competitors go out of business. Some examples of quality companies gaining markets share in bad times include Johnson & Johnson, McDonalds, Exxon and Smuckers.

Additionally, quality companies have strong cash flow from which they can pay dividends and provide support to their stock prices. As the price goes down, forcing the dividend yield higher, new buyers will be drawn to the stock to capture the dividend yield, thus pushing their stock price back up. A staggering fact is that since 1928, 52% of the total return for the S&P 500 has been from dividends. In other words, over the last 80 years dividends have been just as important as price appreciation in the total return people achieve from common stocks. This scenario will likely continue for the foreseeable future.

It is easy to forget that what you own as a stockholder is part of an ongoing business, not just a piece of paper that changes value from day to day. This is why owning high quality companies gives you the best reward for your investment risk over the long-term. In times of storms, you want a house with a strong foundation that will hold up regardless of conditions. There may be damage, but you won’t have a catastrophic situation in which you are sitting on the couch with nothing around you.

Maintaining the discipline to focus exclusively on high quality stocks is often a real challenge when times are good. Everyone has heard a story from golf buddies or on the local “cocktail circuit” of how somebody bought ABC stock for $7 and it went to $20 in two months. While these situations do happen, it is funny how the opposite scenario is so infrequently discussed.

For the average person, it is not worth the additional risk taken with a more aggressive equity strategy. It is tough to beat the consistency and very long-term returns of the S&P 500 has been from dividends. In other words, over the last 80 years dividends have been just as important as price appreciation in the total return people achieve from common stocks. This scenario will likely continue for the foreseeable future.

For stocks, quality could be defined as having financial stability, consistent earnings, a viable range of products and services and a strong market. These are also the attributes you should look for when building diversified portfolio of stocks, especially if you have already accumulated wealth and are more concerned with controlling risk and volatility than with growth.

While companies of lower quality do have periods of outstanding appreciation, history has proven that it is very difficult to guess the proper timing of the purchase or sale of any stock with any consistency. Another very important consideration when owning lesser quality companies is that they usually are characterized by additional volatility and increased probability of permanent capital losses when the stock declines.

The overriding objective in building the equity portion of a portfolio should be to narrow the volatility and greatly reduce the chance of permanent loss of capital in times of down markets. Proper portfolio management seeks to create a diversified portfolio that gives the individual the opportunity for appreciation, but also a cushion in case particular investments or styles do not perform well.

We feel the solution that addresses both appreciation and safety is to own very high quality companies that are financially strong, have well-established positions within their lines of business and pay dividends. While these types of stocks will go down in a significantly weak market, they should fall less than the average stock and, just as importantly, should have a greater probability of going back up when market conditions improve.

The reasons that quality companies remain more of their value in a down market are many. Quality companies have strong positions in their lines of business and can not only weather a down market, but realistically have the opportunity to increase their market share during economic turmoil if weaker competitors go out of business. Some examples of quality companies gaining markets share in bad times include Johnson & Johnson, McDonalds, Exxon and Smuckers.

Additionally, quality companies have strong cash flow from which they can pay dividends and provide support to their stock prices. As the price goes down, forcing the dividend yield higher, new buyers will be drawn to the stock to capture the dividend yield, thus pushing their stock price back up. A staggering fact is that since 1928, 52% of the total return for the S&P 500 has been from dividends. In other words, over the last 80 years dividends have been just as important as price appreciation in the total return people achieve from common stocks. This scenario will likely continue for the foreseeable future.

It is easy to forget that what you own as a stockholder is part of an ongoing business, not just a piece of paper that changes value from day to day. This is why owning high quality companies gives you the best reward for your investment risk over the long-term. In times of storms, you want a house with a strong foundation that will hold up regardless of conditions. There may be damage, but you won’t have a catastrophic situation in which you are sitting on the couch with nothing around you.

Maintaining the discipline to focus exclusively on high quality stocks is often a real challenge when times are good. Everyone has heard a story from golf buddies or on the local “cocktail circuit” of how somebody bought ABC stock for $7 and it went to $20 in two months. While these situations do happen, it is funny how the opposite scenario is so infrequently discussed.

For the average person, it is not worth the additional risk taken with a more aggressive equity strategy. It is tough to beat the consistency and very long-term returns of the very best companies.
2009 ACH|WP Education & Networking Schedule

The Western Pennsylvania Chapter of the American College of Healthcare Executives (ACH|WP) is offering the following educational programs for the remainder of 2009. Earn your Category I and II continuing education credits.

November 4 (Tentative)
Talent Management for Bench Strength Development (Category 1 Credit Panel Discussion) - Cranberry Twp, PA. Web-based broadcast and live program. ACH|WP update, followed by a discussion on leadership lessons from an international perspective.

December 1 - Annual Meeting of Membership - Cranberry Twp, PA. Web-based broadcast and live program.

November 6
Vascular Access Education Day
The League of Intravenous Therapy Education (LITE) invites you to attend its November 6 Vascular Access Education Day. Topics include the future of vascular access, difficulties venous access and more. For more information, visit www.lite.org.

November 6
AHME 2009 Fall Academy
The AHME Fall Academy will be held Friday, November 6 at The Midtown Hotel in Boston. The AHME Academy is a one-day primer for those new or returning to GME. It is open to members and non-members as well. The full schedule and online registration form are available at www.ahme.org.

November 12
Pennsylvania Business Technology Conference
The 4th Annual Duquesne Small Business Development Center Technology Conference will be held November 12 at Duquesne University. This conference is designed to equip companies with the information they need to make smart technology decisions that will enhance their profitability, productivity and market adaptability. For more information, visit www.duq.edu/tech-conference.

November 16
Taking Healthcare Innovations from Idea to Market
Wellspring Worldwide will be hosting a dinner at Buca di Beppo in Station Square to promote their Services for Entrepreneurs and Economic Development (SEED) Program, which helps healthcare professionals take technology-based ideas from concept to launch. This program is a regionally supported economic development initiative that uses a revolutionary approach to evaluate and commercialize healthcare innovations. RSVP to Wellspring Worldwide at (412) 481-2511 or e-mail brian.brickert@wellspringworldwide.com.

November 20
Western PA Autism Fitness Initiative
ABOARD presents Western PA Autism Fitness Initiative on Friday, November 20 from 8:30 a.m. to 4 p.m. at the Regional Learning Alliance at Cranberry Woods. This event focuses on providing both conceptual and practical information on developing and implementing fitness programs for young (5-21) individuals with autism and related disorders. For more information, visit www.aboard.org.

November 21
Memorial Medical Center Annual Gala
The Auxiliary of Memorial Medical Center will hold its Annual Gala on Saturday, November 21, 2009 at Sunnehanna Country Club in Johnstown at 6 p.m. The Annual Gala is the Auxiliary’s largest fundraiser. For more information, call (814) 534-9985.

December 2
Hope Has a Home Gala
Legendary country musician Larry Gatlin of The Gatlin Brothers will weave music and humor into his personal story of addiction and recovery at Gateway Rehabilitation Center’s 2009 Hope Has a Home Gala. Wednesday, December 2 at the Westin Convention Center Hotel in Pittsburgh. For more information, call (412) 766-8700 ext. 1234, e-mail cindy.vongray@gatewayrehab.org or visit www.gatewayrehab.org.

Building and Keeping a Thriving Workforce: The Board’s Role
James Bentley, Sr. VP Strategic Policy Planning, AHA
The Governance Briefing will focus on boards’ fiduciary responsibilities, including monitoring and responding to work force shifts as baby-boomer employees, a critical resource, are beginning to retire from full-time work - leaving hospitals and healthcare systems with a severe shortage of essential capabilities.

James Bentley joined the American Hospital Association in 1991 and is presently the Senior Vice President for Strategic Policy Planning. His responsibilities include serving on the committee on long-range policy and the committee on health professions. He is involved in AHA’s workforce initiatives and AHA’s disaster preparedness and response. Mr. Bentley currently is exploring hospital-medical staff relationships.

Before joining the AHA, he spent 15 years with the Association of American Medical Colleges. Initially responsible for legislative and regulatory activities affecting teaching hospitals, he concluded his AACM career as vice president of clinical services with responsibility for the Association’s program of services for teaching hospitals and faculty practice plans.

Registration is required . . . www.healthpolicyinstitute.pitt.edu or 412.624.3608
ACHE and CME credit is available

Briefings are free thanks to the generosity of Health Policy Institute’s funders

Gold Level:
- Heritage Valley Health System, UPMC (pandu.org), West Penn Allegheny Health System
- Butler Health System, The Children’s Institute, Gateway Health Plan, Presbyterian SeniorCare, The Kirk A. Point Foundation, St. Clair Hospital

Silver Level:
- Allegheny County Medical Society Foundation, Empact Homes Society, BBI Services, Buchanan Ingersoll & Rooney, United Stoimes Church & Mattituck, Ernst & Young, Hospital Council of Western PA, Lutheran Seminole, Maria Baum Rizzo O’Connor, Mickey Hynes & Schmitt, Tharp Reid & Armstrong, Trouthian Rhodes & Carve

If you or your organization is interested in learning about funding options, please contact April Ethelmen, Director of Development, Gateway School of Public Health, at 412.366.5460 or info@gatewayrehab.org.
THE CENTER FOR ORGAN RECOVERY & EDUCATION
The Center for Organ Recovery & Education (CORE) is a nonprofit organization designated by the federal government to provide individuals an opportunity to donate life through organ, tissue and corneal donation. CORE devotes a large portion of its resources to developing innovative educational programs and engaging research that will maximize the availability of organs, tissue and corneas. CARE serves to bring quality, dignity, respect and honor to the donation process for the family, hospitals and communities it serves.
For more information, please contact CARE at 1-800-566-0777 or www.core.org

PUBLIC HEALTH SERVICES
ALLEGHENY COUNTY HEALTH DEPARTMENT
The Allegheny County Health Department serves the 1.3 million residents of Allegheny County and is dedicated to promoting individual and community wellness, encouraging healthy lifestyles, promoting public health, and protecting the public from the harmful effects of biological, chemical and physical hazards within the environment. Services are available through the following programs: Air Quality, Childhood Lead Poisoning Prevention, Chlamydia, Disease Prevention, Environmental Tobacco Smoke Prevention, Food Safety, Housing/Community Environment, Infections Disease Control, Injury Prevention, Maternal and Child Health, Women, Infants and Children (WIC), Nutrition, Public Drinking Water, Recycling, Sexually Transmitted Disease/AIDS/STD, Tobacco, Weather Demonstration Project, Tobacco Free Allegheny, Traffic Safety, Tuberculosis, and Waste Management. Bruce W. Dixon, MD, Director Demonstration Project; Tobacco Free Allegheny; Traffic Safety; Sexually Transmitted Diseases/AIDS/HIV; Three Rivers Wet Weather Children (WIC) Nutrition; Plumbing; Public Drinking Water; Recycling; Food Safety; Housing/Community Environment; Infectious Disease Control; Injury Prevention; Maternal and Child Health; Women, Infants and Children (WIC), Nutrition, Public Drinking Water, Recycling, Sexually Transmitted Disease/AIDS/STD, Tobacco, Weather Demonstration Project, Tobacco Free Allegheny, Traffic Safety, Tuberculosis, and Waste Management. Bruce W. Dixon, MD, Director

THE CHILDREN'S INSTITUTE
The Hospital at The Children's Institute, located in Squirrel Hill, provides inpatient and outpatient rehabilitation services for children and young adults. Outpatient services are also provided through satellite facilities in Greensboro, Iowa, and Westfield. In addition, the Day School at The Children's Institute offers educational services to children, ages 2-21, who are challenged by autism, cerebral palsy or neurological impairment. Project STAR at The Children's Institute, a social services component, coordinates admissions, social and family support for children with special needs.
For more information, please call 412-420-2400
The Children's Institute 1640 Studebaker Avenue • Pittsburgh, PA 15213-1590 www.amazingkids.org

CARLOW UNIVERSITY OFFERS NEW MAJOR IN MANAGEMENT IN HEALTH SERVICES
For more information or to schedule a visit with an admissions counselor, please call 1.800.333.CARLOW.

THE PT GROUP™ PHYSICAL THERAPY
Since 1978 THE pt GROUP has provided early evaluations and continuing professional care under the same licensed therapists for orthopedic and neurological patients and conditions. We are not owned or controlled by doctors, hospitals, or insurance companies, but evaluate, and treat, and offer home exercise programs. We treat patients from over 1000 physician's prescriptions covered by most of the work, auto and managed care programs.

If your organization or business is looking for a way to reach more than 36,000 healthcare professionals every month AND value the added benefit of a weblink on our website, then our Resource and Business Directory is right for you!
Call Margie Wilson at (724) 468-8360 today!

Don't wait. Make health care your business.

Good Management Can Make a Medical Practice Perfect
Health care is a business, and, like every business, good management is essential to keep it running efficiently. Medical and health service managers plan, direct, coordinate, and supervise the daily delivery of health care. Health service managers must be familiar with current management principles and practices, and they must understand financial and information systems, interpret data, and have excellent communication skills.
Carlow University is offering a new major that integrates technology, management practices, and science into an excellent interdisciplinary program for medical and health service managers.

THE PT GROUP™ PHYSICAL THERAPY
Since 1978 THE pt GROUP has provided early evaluations and continuing professional care under the same licensed therapists for orthopedic and neurological patients and conditions. We are not owned or controlled by doctors, hospitals, or insurance companies, but evaluate, and treat, and offer home exercise programs. We treat patients from over 1000 physician’s prescriptions covered by most of the work, auto and managed care programs.

If your organization or business is looking for a way to reach more than 36,000 healthcare professionals every month AND value the added benefit of a weblink on our website, then our Resource and Business Directory is right for you!
Call Margie Wilson at (724) 468-8360 today!

Don't wait. Make health care your business.

Good Management Can Make a Medical Practice Perfect
Health care is a business, and, like every business, good management is essential to keep it running efficiently. Medical and health service managers plan, direct, coordinate, and supervise the daily delivery of health care. Health service managers must be familiar with current management principles and practices, and they must understand financial and information systems, interpret data, and have excellent communication skills.
Carlow University is offering a new major that integrates technology, management practices, and science into an excellent interdisciplinary program for medical and health service managers.

THE CENTER FOR ORGAN RECOVERY & EDUCATION
The Center for Organ Recovery & Education (CORE) is a nonprofit organization designated by the federal government to provide individuals an opportunity to donate life through organ, tissue and corneal donation. CORE devotes a large portion of its resources to developing innovative educational programs and engaging research that will maximize the availability of organs, tissue and corneas. CARE serves to bring quality, dignity, respect and honor to the donation process for the families, hospitals and communities it serves.
For more information, please contact CARE at 1-800-566-0777 or www.core.org

PUBLIC HEALTH SERVICES
ALLEGHENY COUNTY HEALTH DEPARTMENT
The Allegheny County Health Department serves the 1.3 million residents of Allegheny County and is dedicated to promoting individual and community wellness, encouraging healthy lifestyles, promoting public health, and protecting the public from the harmful effects of biological, chemical and physical hazards within the environment. Services are available through the following programs: Air Quality, Childhood Lead Poisoning Prevention, Chlamydia, Disease Prevention, Environmental Tobacco Smoke Prevention, Food Safety, Housing/Community Environment, Infections Disease Control, Injury Prevention, Maternal and Child Health, Women, Infants and Children (WIC), Nutrition, Public Drinking Water, Recycling, Sexually Transmitted Disease/AIDS/STD, Tobacco, Weather Demonstration Project, Tobacco Free Allegheny, Traffic Safety, Tuberculosis, and Waste Management. Bruce W. Dixon, MD, Director

THE CHILDREN'S INSTITUTE
The Hospital at The Children's Institute, located in Squirrel Hill, provides inpatient and outpatient rehabilitation services for children and young adults. Outpatient services are also provided through satellite facilities in Greensboro, Iowa, and Westfield. In addition, the Day School at The Children's Institute offers educational services to children, ages 2-21, who are challenged by autism, cerebral palsy or neurological impairment. Project STAR at The Children's Institute, a social services component, coordinates admissions, social and family support for children with special needs.
For more information, please call 412-420-2400
The Children's Institute 1640 Studebaker Avenue • Pittsburgh, PA 15213-1590 www.amazingkids.org

CARLOW UNIVERSITY OFFERS NEW MAJOR IN MANAGEMENT IN HEALTH SERVICES
For more information or to schedule a visit with an admissions counselor, please call 1.800.333.CARLOW.

THE PT GROUP™ PHYSICAL THERAPY
Since 1978 THE pt GROUP has provided early evaluations and continuing professional care under the same licensed therapists for orthopedic and neurological patients and conditions. We are not owned or controlled by doctors, hospitals, or insurance companies, but evaluate, and treat, and offer home exercise programs. We treat patients from over 1000 physician’s prescriptions covered by most of the work, auto and managed care programs.

If your organization or business is looking for a way to reach more than 36,000 healthcare professionals every month AND value the added benefit of a weblink on our website, then our Resource and Business Directory is right for you!
Call Margie Wilson at (724) 468-8360 today!

Don't wait. Make health care your business.

Good Management Can Make a Medical Practice Perfect
Health care is a business, and, like every business, good management is essential to keep it running efficiently. Medical and health service managers plan, direct, coordinate, and supervise the daily delivery of health care. Health service managers must be familiar with current management principles and practices, and they must understand financial and information systems, interpret data, and have excellent communication skills.
Carlow University is offering a new major that integrates technology, management practices, and science into an excellent interdisciplinary program for medical and health service managers.
**EXECUTIVE LIVING**

**HIGHLAND PARK**

**373 N. SHERIDAN AVENUE**

$399,000

This Residence is also located in the Highland Park Neighborhood on a Cu-De-Sac. This Home Features: New Eat-In Kitchen, 2 New Baths, New Master Bedroom Suite, Hardwood Floors, Central Air, Pough off of Kitchen, Integral Garage & is located on a Double Lot!! A Must See!! Literally Steps Away from the World. Call Us For More Information & To Schedule A Showing.

**SQUIRREL HILL (Summerset)**

**1037 PARKVIEW DRIVE**

$434,900

This Townhouse was Recently Reduced in Price. Maintenance Free Living located in a Desirable Squirrel Hill Townhome Community with a Swimming Pool, & Club House/Health Facility. This Home is a 2 STORY! Kitchen Island, Cherry Cabinets, Molding, Private Rear Covered Patio & Green Space, and so much more!! Call Us Today & We Would Be Happy to Schedule an Appointment with You.

**RICHLAND**

**ML#7873491**

$629,000

Seem Setting! This SBR, 5.5BA all brick home with 3 car attached garage is a MUST SEE!! The cu-de-sac location and private backyards complete the setting. The family room w/ 2 st brick fireplace and wood floors on the main level provide a warm welcome. Kitchen w/ sink app views. Tranquil master on the first floor and all upstairs bedrooms have their own bath! Huge finished lower level w/walk-out!!

Gloria Carroll 412-367-8000 x243

**Pine Township**

**$1,399,000**

Cranberry Township

Custom built by Kelly Construction, this stunning home is majestically situated on 1.25 acres of a private cul-de-sac community. The sophisticated floor plan features elegant and distinguished details. The formal Living and Dining Rooms feature wainscoting, intricate crown molding, recessed lighting and bayed windows. Warm & inviting Family Room is generously sized w/stone log burning fireplace flanked by French doors that lead to 1 of 3 patio areas. A romantic Master Suite w/retrospace style. Master Bath, incredible gourmet kitchen, exposed daylight Game Room, and beautiful landscaping that includes a pond and waterfalls are a few highlights of this impressive home.

ML#791701

Gloria Carroll Team

**Pine Township**

**$1,100,000**

Adams Twp.

**PRIVATE PARADISE!!**

Excellent in the standard in this 5 bedroom, 5.5 bath home with Governor’s drive and fountain on 4.41 acres. 5x garages. Custom upgraded millwork and cabinetry on all four finished levels. Expansive kitchen with hardwood surface counters, restaurant quality appliances. Two staircases. Possible Nanny Suite. Walk-out game room with fireplace and incredible bar! Precious location, close to amenities. ML#879746.

Gloria Carroll 724-776-3186.

**Pine Township**

**$799,000**

DESIGNER SHOWCASE!!

Elegantly appointed 4 bedroom, 4.5 bath home. Gourmet kitchen, Butler’s Pantry. Madison with “lockers”. All bedrooms have walk-in closets and master suite bas two! Game room w/stone bar-family, plus media, exercise and bonus rooms. 3-car attached garage. Level lawn, 1.7 wooded acres. Great location!


Take a Virtual Tour of these properties, www.marlenesausman.com

MARLENE SAUSMAN, ABR, CRS, GRI
20206 Route 19, Cranberry Township, PA 16066
(724) 776-3686 x242

**HIGHLAND PARK**

**927 HEBERTON AVENUE**

$445,000

Great Highland Park Neighborhood Location! Don’t Miss Your Chance to Tour through this Home before you buy. This Home has so much Character & Old World Charm it will take your breath away!! Also Featuring Original Woodwork, Stained Glass, Ledged Glass Pocket Doors, 3rd Floor potential Guest Quarters &/or Theater Room. Great Room Sizes, 2 Car Detached Garage with Carriage House for supplemental income or a live-in Nanny. Call Us Today To Schedule A Showing! We Are Available!

**RICHLAND**

**ML#785644**

$520,000

MLS# 785644. Close to amenities. MLS#785644.

Call for private tour. MLS # 783831.

Gloria Carroll Team

**Pine Township**

**$520,000**

Pine Township

ML# 7850838

This incredible 4 bedroom, 3.5 bath 1故事 House and Studio design exudes an air of dignity and sub- stance throughout. Classically styled features include dramatic two-story foyer, hardwood flooring, stately paneled study with built-in cabinetry, designer gourmet kitchen w/ granite countertops and stainless appliances, stunning family room with cathedral ceiling and stone fireplace, elegant crown moldings and more. Fantastic Ridhall Fields community! Gloria Carroll/Pattie Pelligro

412-367-8000 x242/312

For more information, tour or brochure... Call Today or Visit Our Website at www.gloriacarrollteam.com for a virtual tour.

Gloria Carroll: 412-367-8000 x242 • The Gloria Carroll Team - Ruth Benson: 412-367-8000 x589

Patty Pelligro: 412-367-8000 x323 • Gina Machado: 412-367-8000 x281 • Lora Zylstra: 412-367-8000 x275

Sitting on approximately 3/4 of an acre, the professionally landscaped grounds boasts the main house which has been completely renovated with new windows, doors, floors & more. This 5 bedroom & 5 bath home is a 3-story living room, custom kitchen & multiple fireplaces. Also features a guest house which offers a full kitchen & bath, living & sleeping areas and laundry. Additional amenities include slope pool and pool area, 5 car garage, covered & out door patio areas, pond and much more. Great home for entertaining. Call for private tour. MLS F 789051.

**Picket Fences, Sidewalks and Community Parks.** The traditional neighborhood is a great place to raise a family. It’s the right way to establish a strong sense of community from day one.

• Single Family, Townhomes, Condos and quads
• Community Clubhouse and Pool
• Landscaped Parks
• Dick’s Sporting Goods Sportplex at Graham Park
• Custom Home Construction that is Affordable

Located in Cranberry Township with entry from Powell and Rochester/Roads

724-776-1863

www.cranberryphlaxes.com Text HOME to 21231

**Executive Living**

**Executive Living**

**Executive Living**

**Executive Living**

**Executive Living**
Prudential Preferred Realty

Preferred NEW CONSTRUCTION
www.PrudentialPreferredRealty.com

**NOW** is the time to **BUY**
Low Interest Rates, Money to Borrow and an $8,000 credit for 1st Time buyers*
*Call one of the agents below for further details

Lot 145 • $315,000
Open: Sat & Sun 1-4pm
• First floor master suite
• Level, half-acre homesites
• Ceramic and hardwood floors
• 3-4 bedrooms
• Private sidewalk community
• Walk-out lower levels
• Phase I only 4 lots left!

www.TheVineyardsAtBrandywine.com

Pierre Khoury & Gia Albanowski 724-776-3686 x238 or Doreen Gerhart 724-283-0005 x211

INTRODUCING Exciting NEW Villas
Make Your Selections NOW
Starting at $239,900

To Visit: Rt. 68 E 8 miles from Evans City, L into Brandywine Village. Townhouses in front and The Vineyards Single Family Homes are down the hill in the back of Brandywine.

Meadow Ridge
Open Sundays from 1-4pm
103 Jeanne Court
by E.D. Easton Homes $349,000

Conveniently located in Forward Township
• First floor master suite
• 4 bedrooms
• 2.5 baths
• 2 car attached garage
• Seneca Valley School District

Chick Swidzinski, Kris Callen & Krystal Heller
724-283-0005
www.MeadowRidge.info
To Visit: I-79 N, Exit 83, R Rt.528, R Rt.68 East, thru Evans City, L into Meadow Ridge

SPRINGER MANOR
A New Life Style of Elegance Easy Living
Individual Villas Nestled in the Heart of Moon Twp.

• Maintenance-free living offering First Floor Master Suites
• Secluded Cul-De-Sac with only 15 units
• Finished model available for immediate occupancy
• Available with or without basements
• Exclusive community walking trail
• Open flexible floor plans
• Brick or stone exterior with 2-car attached garage

Call the Marketing Team:
412-262-4630
www.SpringerManor.com
To Visit: Business Rt. 60 to Thorn Run Exit, L Thorn Run Rd. to property on L
A PROVEN LEADER
in a continuum of care

- Post-Hospital Skilled Nursing & Rehabilitation
- Alzheimer’s Care
- Home Health & Hospice Care

www.hcr-manorcare.com

HCR ManorCare
Serving Allegheny & Washington Counties
800.427.1902