

A COMMUNICATION FROM THE EMPLOYEE ADVISORY GROUP

GCMC Announces UAB Cancer Care Network Affiliation

Gulf Coast Medical Center is proud to announce it's the first hospital in Florida to become an affiliate of the University of Alabama at Birmingham (UAB) Cancer Care Network. GCMC President and CEO Brian Baumgardner explained, "Providing care for cancer patients is truly a collaborative effort. We are truly honored to join the UAB Cancer Care Network. Our physicians and patients are excited about the opportunity to have easier access to cancer treatment and research."



*Brian Baumgardner
CEO*



At a news conference announcing the new affiliation, Dr. Edward Partridge, director of the UAB Comprehensive Cancer Center, and

president of the American Cancer Society, said, "UAB's 350 cancer scientists and clinicians are making discoveries every day, and with the UAB Cancer Care Network, we will collaborate with cancer care providers across the region to increase access to those discoveries, ultimately saving more lives."



Expanding Cardiology Services

We are proud to announce that patients in Bay and surrounding counties can now have acute cardiac care performed at Gulf Coast Medical Center. At the beginning of this year, our Cardiology Department received Peripheral Vascular Certification due to the high level of

~ continued inside ~

Welcome New Physicians and Employees

Please extend a warm welcome to the new members of our team. We welcome you to the GCMC family and hope that your experiences here are personally and professionally rewarding.



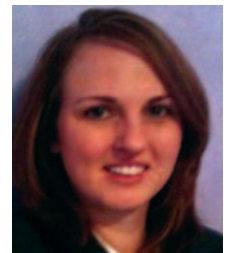
Brian Gibson, M.D.
Otolaryngology



Joseph Heflin, Jr., M.D.
Internal Medicine



S. Tariq Mahmood, M.D.
Hematology/Oncology



Melanie Schlauder, M.D.
Pediatrics

July & August New Hires

Gracie Barstad, RN
NICU

Joyce Blanco, RN
Emergency Department

Kevin Brahier, Respiratory Therapist
Respiratory Therapist Department

Mark Cato, Radiology Tech
Imaging Services

Nichole Flack, New Graduate RN
Education

Lacey Frantz, New Graduate RN
Education

Leland Gaines, Endoscopy Tech
GI Lab

Vickie Gordon, RN
OB Department

Susan Hanson, RN
ICU

Kristin Harman, LPN
Medical /Surgical Unit

Dusty Harper, RN
ICU

Nancy Hirsch, RN
ICU

Gary Huff, Cath Lab Tech
Cardiac Cath Lab

Heidi Lake, Radiology Tech
Imaging Services

Emily Lukens, New Graduate RN
Education

Makaila Meeks, RN
Emergency Department

Rachel Miller, RN
Emergency Department

~ continued inside ~

Town Hall Meeting Highlights

Employee Engagement Survey Results

We asked and you responded. We had 89.09% employee participation. That means that more than 725 individual voices were heard as our employees provided confidential feedback. Our overall Employee Engagement showed a favorable score of 75%. Below is a summary of what you told us.



TOP STRENGTHS	TOP OPPORTUNITIES
I feel I make an important contribution to my facility, patients, and fellow employees	We have enough people in my work group to handle the workload
I understand how the work I do contributes to the overall success of the facility	I am satisfied with the amount of voice I have in the decisions that affect my work
I feel this organization supports correction & improvement of safety & medical/health errors	I am kept well informed of what is happening here
I have a clear idea of my job responsibilities	Sufficient effort is made to get the opinions & thoughts of the people who work here
I can do what is necessary to serve my patients/customers without asking someone for permission	I understand how my compensation is determined

Department specific results will be shared by your director and action planning will begin based on your input and feedback.

Facility Expansion Plan

We have received approval for our new \$29.5M two story patient tower. The addition will house our new 20 bed ICU, an 18 bed NICU and a 4 bed PICU. Planning and design is just beginning. A groundbreaking ceremony will occur in the 2nd Quarter of 2012 with construction immediately following.

Customer Service

This is a role that everyone at GCMC shares. When it comes to our patients, we need to exceed all expectations. To make this happen, we need to support, encourage and assist one another to be the very best that each of us can be. This means that each of us needs to be accountable for our own actions and follow through, demonstrate a sense of ownership and pride in what we do and have a commitment to our customers.

~ continued expanding cardiology services ~

service that we provide. We are one of two hospitals in the US with this certification. In May, our Cath Lab team completed our first PCI (Percutaneous Coronary Intervention) procedure. With PCI, patients in Bay and surrounding counties can now have acute cardiac care, such as stents and angioplasty, performed at Gulf Coast Medical Center. To demonstrate the hospital's commitment to providing the best cardiac care, we have also earned the distinction as the area's first and only nationally-accredited Chest Pain Center. This underscores the hospital's commitment to high quality cardiac care.

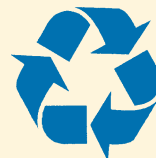
A Letter of Gratitude from a Patient...

Brian,

I recently had surgery and stayed overnight at the GCH. I could not let this opportunity go by without letting you know how impressed I was with each and every member of your hospital staff. The quality of care I received was nothing less than perfect.

– Gena B.

New Recycling Program



GCMC began a recycling program August 23rd. The program will be rolled out in phases and began with the nurse stations, Pharmacy and the GI Lab. Each area will be given a blue recycling container with instructions as to what is recyclable and a recycling compactor has taken the place of the open dumpster on the loading dock. Environmental Services staff has been trained on the proper separation process for regular trash, recyclable trash and cardboard. The roll out will continue to other departments, waiting rooms and buildings outside the hospital to ensure all staff members are trained properly on the process.

EMPLOYEE TIP: Protecting Your Personal Belongings

When bringing personal items to work, make sure that you do not leave items unattended or unsecured to fall prey to roaming eyes and prying fingers. Defend against loss or theft by ensuring that personal items are stored out of plain sight in a secured area. Leaving personal belongings and items that have the potential to compromise your personal security at home is the simplest way to safeguard against loss.

Employee Advisory Group (EAG)

- Diana Allen – Pharmacy
- Jennifer Barber – Respiratory Therapy
- Jackie Crowe – Physical Therapy
- Stacey Fountain – Case Management
- Cassi Granberg – Pediatrics
- Anna Jones – Hospitalist Program
- Toni Kinney – Laboratory
- Julie Lemasters – Human Resources
- Donna Lindner – Surgical Services
- Fran McKinney – Outpatient Surgery
- Margaret Medlock – Medical/Surgical Unit
- Connie Merriam – PACU
- Brenda Suggs – Radiology
- Shirley Walker – Food & Nutrition Services

Cafeteria Changes

Gulf Coast Medical Center, like each of us, continues to be challenged by the current economy. We find it important to explore every department to identify opportunities for gaining efficiencies. After a thorough evaluation of the Food Service Department and consulting with the Employee Advisory Group, it was determined that changes are appropriate. Beginning 8/15/2011, the following changes were implemented:

- After careful review of volume, the cafeteria will no longer offer an evening meal. Vending machines are available with a full selection of hot and cold food items. If you have suggestions for the vending menu, contact Ken Eads, FNS Director, at ext 7185.
- While new items added to the cafeteria over the last 5 years have been priced correctly, prices of existing items have not increased. Therefore, some items will be price adjusted accordingly.
- Some of you may not be aware that we are unique in offering free coffee and iced tea to everyone. This is a service that costs GCMC in excess of \$100,000 per year. We will work to minimize this cost by doing the following:
 - Self-serve coffee machines will be removed from public waiting areas and replaced with premium “Seattle’s Best” coffee vending machines.
 - There will be a nominal fee of \$0.25 / 12 oz serving for coffee and iced tea offered in the cafeteria during service hours. After hours, coffee will be available via the “Seattle’s Best” vending machine located in the cafeteria.
 - In order to accommodate the needs of our patients, coffee machines will remain on the nursing units.

Gulf Coast Medical Center’s continued focus on operating efficiently and maximizing our resources is necessary to help ensure we continue to provide a stable workplace for our staff. We appreciate your understanding as we move to implement these changes.



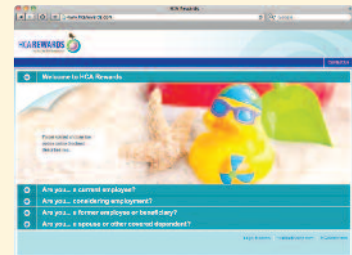
Employee Discount Info

Consumer Discounts Program

The HCA Total Rewards Program has partnered with Corporate Shopping to offer affiliated employees a new and expanded LifeSavers consumer discounts program that includes more than 200 exclusive discounts and special offers at some of the world’s most popular retailers.

Access to the program is password protected and available only to HCA-affiliated employees and their families. HealthTrust Purchasing Group has negotiated the program at no cost to HCA and has incorporated all the national discounts available under the previous LifeSavers program, including GE Marketplace, Microsoft, Tickets@Work, AT&T, Sprint & Nextel and Verizon.

- To access the Corporate Shopping website, go to www.hcarewards.com, click on Are you... a current employee? Use Consumer Discounts, Start shopping now



The first time you visit the site, you will need to register by entering your e-mail address and creating a password.

- For questions about the program or assistance with registration, send an e-mail to: info@corpshopping.com

Your Actions will affect your 2012 Medical Plan Options

Beginning this year, qualified health screenings and the Personal Health Assessment (PHA) will be part of what you must do each year to get the most from your benefits and earn important wellness incentives. If you complete a qualified health screening by October 21, 2011, you will have more than one medical plan option for 2012. However, if you do not complete the qualified health screening, your only medical plan option for 2012 will be the Well Care Level 1 Plan. This plan has the lowest premiums but the highest deductibles and out-of-pocket costs.

After your qualified health screening, if you ALSO take the PHA by November 30, 2011:

- You will receive \$250 in Wellness Credits in an HRA for 2012.
- If your screening results show you have low-risk scores and/or less than three moderate-risk scores, you will automatically earn an additional \$250 in Wellness Credits in an HRA for 2012.
- If your screening results show you have three or more moderate-risk scores and/or one or more high-risk scores, go to the doctor and submit a completed Physician Referral Notice signed by your physician by the deadline listed on the form to H2U, you will receive an additional \$250 in Wellness Credits in an HRA for 2012.

ON-SITE HEALTH SCREENING DATES STILL AVAILABLE:

September 8, 2011 6:30 a.m. – 11:30 a.m. September 9, 2011 6:30 a.m. – 11:30 a.m.

Or, off-site health screenings are now available if you were not able to attend an on-site screening. Off-site screenings are also scheduled through HCA Rewards. You will select “Off-Site Lab” as your option.

GCMC's Employee/Volunteer Picnic

Saturday, October 8, 2011

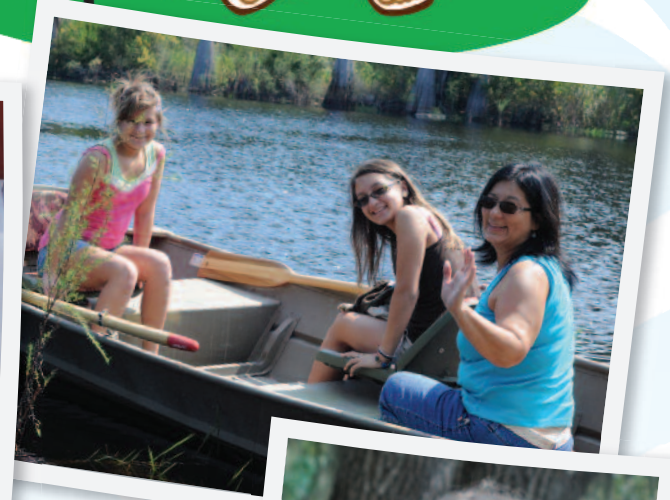
10:30 am - 4:00 pm

Sims Farm at Lake Linda

14508 Hwy. 77

*Exactly 1 mile past Deane Bozeman
School on the right*

**Mark your calendars now
and watch for more details!**



Our ICARE Service Behavior focus this month is on Respect.

Respect can be displayed in a lot of different ways. These are just a few:

- Respecting the entire healthcare team involves acknowledging the diversity of all people regardless of their race, religion, creed, sexual orientation and financial situation.
- Protect the privacy and dignity of all patients by knocking and announce yourself before entering a room. Respond promptly when called or paged and avoid derogatory or offensive terms and nicknames when addressing others.
- Always welcome new employees and volunteers to Gulf Coast Medical Center.
- Strive to make people feel appreciated and valued by recognizing others efforts and praising a job well done.



ICARE Employee and Volunteer Award of 2011

Sherry Whitlock is the recipient of the ICARE Employee Award for the second quarter of 2011. Sherry has been a **Pediatric RN** at Gulf Coast Medical Center since 1994. During one of her shifts she learned that one of the Peds patients was admitted to the hospital during their vacation. Due to the patient's illness, the family's vacation was cut short. Sherry overheard the patient and their family comment how badly they wanted to go to Pineapple Willy's and get T-shirts but that was not going to be possible. On her day off, Sherry came into the hospital and gave the patient and family members 4 brand new Pineapple Willy's T-shirts. The patient and family members were so surprised and appreciative of Sherry's act of kindness.

Our nominee for the ICARE volunteer of the Quarter is **Sarah Godber** who has been volunteering in the Education Department for two years. She is an asset who the **Education Department** depends on and appreciates. She is dependable. She cheerfully does whatever is asked of her. Her gentle demeanor and lovely smile make her a joy to work with.

ICARE Department of the Quarter of 2011

Our department of the second quarter is our **Neonatal Intensive Care Unit (NICU)**. Gulf Coast Medical Center is the region's only Level II NICU. Our NICU team understands intimately the special care and attention critically ill babies require. We also understand the special concerns this time may create for families. For every baby in the NICU, there is a family that needs comfort and support. The NICU staff – including physicians, nurses, respiratory therapists, a nurse manager, physical and occupational therapists and the pharmacy staff – work together as a team to provide support to our NICU patient and their families. The NICU team is being recognized this quarter because their service and customer care consistently exceeds our customers' expectations. Each quarter, several ICARE cards are submitted for individuals in the NICU who have "Wowed" someone. These individual acts of kindness and compassion add up to a unit that is exceptional.

ICARE SECOND QUARTER AWARD RECIPIENTS

Sherry Whitlock
Pediatric RN



Sarah Godber
Volunteer



Neonatal Intensive Care Unit (NICU)

~ continued July & August new hires ~

Toshonya Morris, OR Tech
Surgical Services

Whitney Pruett, New Graduate RN
Education

Kinley Sanders, Radiology Tech
Imaging Services

Jennifer Sierra, RN
Orthopedics/Surgery

Amy Thomas, RN
Stepdown Unit

Victoria Triana, New Graduate RN
Education

Tiffany Wadsworth, RN
Orthopedics/Surgery

Robert Wages, RN
ICU

Tiphonie Weiner, Speech Therapist
Speech Therapy Department

Christopher Wilcox, Pharmacist
Pharmacy

Melissa Wiles, RN
Labor & Delivery Department

Rebecca Winge, RN
GI Lab



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Calendar of Events

SEPTEMBER 2011						
SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER 2011						
SUN	MON	TUES	WED	THUR	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- Pay day
- Birthday Luncheon
- GCMC's Employee/Volunteer Picnic

September 2

Pay day

September 7

Blood Drive

September 8

STABLE Cardiac Module

8am – Noon

The Learning Center @ MDC

September 12

BLS Initial Course

8am – 10am

The Learning Center @ MDC

September 12 & 13

ACLS Initial Course

10am – 4pm & 8am – 4pm

The Learning Center @ MDC

September 14

GCMC Cancer Conference

Noon – 1pm

HR Lg Classroom

September 16

Birthday Luncheon

11:30am – 12:30pm

HR Lg Classroom

September 26

BLS Initial Course

8am – 10am

HR Lg Classroom

September 26 & 27

PALS Initial Course

10am – 4pm & 8am – 4pm

HR Lg Classroom

September 28

GCMC Cancer Conference

Noon – 1pm

HR Lg Classroom

September 30

Pay day

October 3

NRP Initial Course

8am – 3pm

The Learning Center @ MDC

October 5

BLS Initial Course

8am – 10am

The Learning Center @ MDC

October 5 & 6

ACLS Initial Course

10am – 4pm & 8am – 4pm

The Learning Center @ MDC

October 7

Birthday Luncheon

11:30am – 12:30pm

HR Lg Classroom

October 8

American Heart Association's Heart Walk

McKenzie Park, Walk Begins 10:30 am

October 8

GCMC's Employee/Volunteer Picnic

10:30 am - 4:00 pm

Sims Farm at Lake Linda, 14508 Hwy. 77

October 12 & 26

GCMC Cancer Conference

Noon – 1pm

HR Lg Classroom

October 14

Pay day

October 24

BLS Initial Course

8am – 10am

The Learning Center @ MDC

October 24 & 25

PALS Initial Course

10am – 4pm & 8am – 4pm

The Learning Center @ MDC

October 28

Pay day

Have a Question? Want to Make a Suggestion?

We're always looking for ways to improve. If you have a suggestion or a question about hospital services or policies, please contact HR at ext. 7130 or contact an Employee Advisory Group (EAG) member. We may share your question or suggestion (anonymously) in The Voice.

