



## Reaching Out TO THE COMMUNITY

### HUP NURSING CONTINUES HOSPITAL TRADITION

HUP employees have a long history of helping others — organizing drives for food, clothing, toys, and school supplies; handing out information at health fairs; speaking at community events. Indeed, the annual Holly Days drive always brings in generous contributions.

Nursing's Magnet Community Outreach program continues this tradition, on many levels. For example, consider the Philadelphia Annual Community Baby Shower for needy moms, a recent outreach event. Sponsored by HUP Nursing and Raquel McNabb (wife of Eagles quarterback Donovan McNabb), the activity drew in more than 1000 moms (and moms-to-be) who received giveaways as well as sage advice from HUP nurses on pertinent women's health issues, such as prenatal care, postpartum depression, healthy eating, and first aid for children. Women's Health nurse manager **Pam Mack-Brooks, MSN, CRNP**, who helped organize the event, said they asked companies to donate products but "we received donations from employees as well, unsolicited. So many people gave gifts and supplies when they heard about the shower."

In April, nurses partnered with Pastoral Care for a presentation on domestic violence awareness for clergy. They also hosted a Domestic Violence Awareness Day at HUP and handed out educational materials.

Teaching others to save lives will be another outreach effort. "We plan to teach CPR to local churches and community groups." The Outreach fund also purchased five AEDs (automated external defibrillators) for the West Philadelphia Community Family and Friends CPR Program.

Requests from the community — for example, to speak or host a table at a health fair — come in to HUP regularly. To provide easier and quicker access for such requests, the Community Outreach Committee established the Circle of Women. "Rather than people calling individual centers, such as cardiology or diabetes, we established a central repository for these requests."

To facilitate the process, "we broke down topics for presentations into specific categories, such as cardiac, diabetes and women's health," Brooks said. "The goal is to have these talks ready to present, standard talks that any nurse could give." *(Continued on page 2)*

For more information about Nursing's community outreach services, e-mail [hupnursingcommunityservice@uphs.upenn.edu](mailto:hupnursingcommunityservice@uphs.upenn.edu) or call 215.615.7641.



Many members of HUP's Nursing Community volunteered to make the 2009 Community Baby Shower a success.

Photo credit: Dan Burke

**HUP  
RANKED  
#8**

in *U.S. News* Survey

See page 3 for details.

# TEAMWORK

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## Makes All the Difference

Krystal Bates is currently a clinical nursing assistant (CNA) on the Rhoads 5 SICU, but her positive experiences on the unit convinced her to work towards getting her BSN. They also inspired her to submit an entry to the *ADVANCE for Nurses* annual Best Nursing Team contest, which won the unit the 2009 Best in Teamwork award in the tri-state area.



Krystal Bates with her unit's 2009 Best in Teamwork Award

"For a CNA to write this letter is impressive. It meant a lot to the nurses on her unit," said **Cathy Schantz, MSN, RNC-OB, NEA-BC**, clinical director liaison to hospital CNAs.

As Bates noted in her entry, the SICU's environment does not come by accident. "The concept of teamwork is well-defined on Rhoads 5.... From routine admissions to code situations, no one is ever alone. We have the utmost confidence in each other and depend on that to ensure a good outcome with every patient," she wrote. "I have seen people come through here that should have died, but walked back through the doors a year later to thank us."

It's no coincidence that Rhoads 5 not only received this award, but has also been a three-time consecutive award recipient for the Beacon Award for Critical Care Excellence. "The nurses are always willing to take the time to explain things," Bates said. "And they're considerate. It all goes a long way."

The unit also has a Thank You Culture Box. "Everyone puts little notes in and each month an email is sent out with that month's thank yous," she said.

Equally important, education is a priority for nurse manager **George Iyoob, BSN, NE-BC**. "Most of the CNAs are enrolled in a nursing program... Our nurse manager is always accommodating with our ever-changing schedules," she wrote. The unit also has a committee which arranges get-togethers outside of work, to keep its healthy work environment.

"People need to want to create a model environment — and have role models — to stimulate creative teamwork," Schantz said. "Krystal is one of those role models. The respect that she has shown for the role she plays as a team member has inspired others to elevate the standards of teamwork in their own work environment."



## Outreach Efforts *(Continued from page 1)*

Proceeds from HUP's annual Magnet Gala help fund Magnet Community Outreach events. Thanks to a successful 2008 Magnet Gala, the HUP nursing community was able to:

- Co-host the 2nd Annual Philadelphia Community Baby Shower.
- Host Domestic Violence Awareness Workshop for clergy.
- Present Domestic Violence Awareness Day for patients and employees.
- Host one-hour Community Health Education radio program.
- Participate in Susan B. Komen Walk for the Cure.
- Organize back-to-school supply drive for a local shelter.
- Donate and serve food at a Mother's Day Brunch for a local shelter.
- Serve at Councilwoman Blackwell's Holiday Dinner for the homeless in our city.
- Partner with the Penn School of Nursing students in multiple health fairs in our community.
- Contribute to Save Our Pools Program to help keep Philadelphia pools open.
- Provide five AED machines to the West Philadelphia Community Family and Friends CPR Program.

In FY2010, with over \$60,000 in proceeds from the 2009 Magnet Gala, HUP's nursing community outreach will continue to support many of the community efforts listed above as well as partner with Links, Inc, to provide a nutritional program for the community and with Brown's Family Shop Rite to provide health education programs for the community.

# HUP RANKED #8 in U.S. News Survey

U.S. News & World Report ranked HUP #8 in its annual Honor Roll of Best Hospitals, up from last year's #10 spot. HUP is one of only 21 hospitals in the nation to receive a score that was considered "best of the best" by the publication. More than 4,800 hospitals were analyzed for this year's Best Hospitals rankings.

U.S. News ranked hospitals in 16 specialty areas. HUP was ranked in the top 50 in 15 of those specialties. In addition, its rankings improved in nine specialty areas from last year: digestive disorders; ear, nose, and throat; heart and heart surgery; neurology and neurosurgery; orthopaedics; psychiatry; rehabilitation; rheumatology; and urology. To earn a spot on the Honor Roll, a hospital must have high scores in at least six specialties.



Dustin Mark, MD, and Steve Allen, MD, voted "Best Fellow".

## The "Best" Fellows

Nurses from the Rhoads 5 SICU honored **Dustin Mark, MD**, and **Steve Allen, MD**, as "best fellows of the year" for their commitment to communicating and collaborating with nurses. "All our physicians work well with nurses, but these two have been exceptional," said **Amy Kim, BSN**.

Almost 100 nurses from the unit voted for this first annual award, and Mark and Allen came out on top. "They always had an open door policy, and no question was too silly," said Kim, who worked with **Susan Kohlenberg, BSN, CCRN**, in creating the award. "They never lost their temper and always took the time to teach the nurses at the bedside."

The benefits of a healthy work environment reach beyond staff satisfaction. "It leads to excellent patient care and patient safety," Kohlenberg said.

## Ben Vereen *Inspires* Diabetes Patients

By Kim Guenther

Stage and screen actor Ben Vereen came to HUP to share the story of his recent Type 2 diabetes diagnosis with patients from the Penn Rodebaugh Diabetes Center and inspire them to be actively involved in their diabetes care.

"I want to get the word out that this is not a death sentence," he said. "It's a life sentence, if you become aware."

Patients and clinicians who attended the event were interested to learn that, when Vereen was diagnosed, he was afraid to start an insulin

regimen. Vereen said he was reminded of his Webster character, Uncle Phil, who was initially not welcomed by Webster's adoptive parents because his diabetes medicine (then a huge, bulky needle and a strap to tie around his arm) looked like drug paraphernalia to them. "My first thought was that episode, but I've come to find out, it's not that way."

"Not everyone with diabetes is the same," he stressed. "That is why it's so important for people with diabetes to have an open and honest discussion with your doctors."



Ben Vereen speaks with patients about his Type 2 diabetes diagnosis in the Flyers/Sixers Surgery Theatre.



## Join Penn's MS: City to Shore Team

On October 3 and 4, hundreds of UPHS employees will participate in the 2009 Bike MS City to Shore Ride. The team is open to everyone, including friends and family and patients. Various starting points in southern NJ enable participants to ride 25, 50, 75 or 100 miles on Saturday or 150 and 175 miles over the course of the weekend.

Cyclists pay a registration fee and are asked to raise a minimum of \$300 (plenty of online and offline fundraising tools are provided). Each person who raises the minimum \$300 receives a UPHS team jersey to wear during the ride.

*Bicycling Magazine* named this route the "Best Cycling Getaway in NJ," through the blueberry fields of Hammonton, the region's Pine Barrens, and into the sweet smells of salt water taffy and ocean air in historic Ocean City.

Stop by the information table by the HUP cafeteria on Wednesday, August 5, between 11:30 am and 1:30 pm and you can register for only \$20! That's a \$25 discount off the regular registration fee. UPHS/Penn team members will be on hand to answer any questions.

Bike MS is a weekend adventure for all ages and abilities with various route options to ensure that everyone can participate. For more information about the race, contact Dan Wilson at [Wilsond@uphs.upenn.edu](mailto:Wilsond@uphs.upenn.edu).



## Use the Team Huddle Approach

Are power points and one-hour presentations not working when it comes to preparing for regulatory surveys? Try the Team Huddle approach, a great way to help you and your staff review key issues in a fast, fun, and effective manner.

The idea is to identify a daily theme and then meet for a 5-minute review each day. For example, if your topic is environment of care safety, you could ask, "What in the hospital must never be blocked?"\* These quick reviews help employees focus on initiatives that keep patients and staff safe.

Stuck on an idea for a team huddle? Look for weekly team huddle tips distributed through HDDC emails.

\*Pathways and exits; fire extinguishers, fire alarm pull stations, and fire doors.

## All Employee Meetings

Be sure to attend an All Employee Meeting to learn more about HUP and the Health System, and to have your questions answered.

Wednesday, August 12, Noon to 1 pm

Wednesday, September 9, 5 pm to 6 pm

Wednesday, October 14, 8:30 am to 9:30 am

All meetings are held in Medical Alumni Hall on 1 Maloney.

## Lyme Disease DOs and DON'Ts

Summer weather brings with it many outdoor activities . . . and cases of Lyme disease. Although the chances of getting Lyme disease from any single tick bite are small — less than 5 percent — there are 25,000 to 30,000 reported cases a year.

Checking yourself after outdoor activities is one of the best ways to prevent Lyme disease. "If you've spent time outdoors, check for ticks . . . carefully. You don't need to be anywhere near a deer to contract the disease," said **Todd Barton, MD**, of Infectious Diseases. "Nearly half of all people who end up getting Lyme disease have missed seeing a tick on themselves."

How does a tick infect a person? "Basically the tick feeds on you and then regurgitates the contents of its gut — which occasionally includes Lyme bacteria — back into your body. That's why the longer a tick feeds, the greater your chance of getting the disease."

Ticks seek out a moist, dark area of the body, such as behind the knees, or in the groin area or armpits. If you do find

an attached tick, remove it carefully. Using tweezers, pinch the tick's neck as close to the skin as possible and pull. "Do not squeeze the body or try to dig out the head. That can lead to infection," he said. "And don't use a match, alcohol, or smother with Vaseline. Any of these approaches may kill the tick but may not prevent transmission of infection."

The main symptom of Lyme disease is a big rash but "not all will have the telltale bull's eye. A headache and temperature are also possible," he said. "If left untreated, the rash will eventually disappear but further complications, such as neurologic complaints and arthritis, can develop."

Barton encouraged people to call their doctor if the tick is engorged (ie, filled with blood) or if they've spent time outdoors and develop a fever. "One dose of the antibiotic delivered shortly after the tick bite can reduce your chances of getting the disease," he said. "Appropriate treatment once you're symptomatic cures well over 90 percent of cases."



## HUPdate

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