



# Communique

December 2, 2021

A CGH Medical Center Publication

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## 8th Annual Healthy & Bright Holiday Lighting

**Thank you to all who viewed our 8th Annual Healthy and Bright Virtual Holiday Lighting Ceremony on Tuesday, November 16.** Special thanks to the CGH Auxiliary for sponsoring the lights, and to the Sterling High School Madrigals for their festive entertainment. The ceremony featured speakers, music, and *Bright Lights for Bright Memories* memorials. If you were unable to join us, you can watch the 15 minute ceremony on CGH Heartbeat.



There are more than 50,000 exterior holiday lights on the CGH campus, at the CGH Downtown Medical Center

and on the Sterling Library Plaza tree that are helping to spread holiday spirit . . . not only to our patients and their families, but also to our community.

The *Bright Lights for Bright Memories* program recognizes those who make our lives a brighter place. For any donation amount, the names of loved ones were displayed during the virtual holiday lighting ceremony. Below are this year's donations that are helping to fund the lights that shine around CGH all holiday season.

### IN LOVING MEMORY OF:

#### Name

Joe Henderson  
 Mary Jacqueline Grennan  
 Cliff and Nancy Rugh  
 Glen R. Wicks  
 Pepper - a CGH Therapy Dog  
 who touched many lives  
 Veryl M. Richter, Alfred Jorgensen  
 & Mary Jorgensen  
 Bobby L. Irwin  
 Janet Nieman  
 Daniel Crebo  
 Don Rosengren  
 David Green  
 Joyce Osborn & Barbara Osborn  
 Shirley H. Nice  
 Shirley H. Nice  
 Shirley H. Nice  
 Joan Sheridan  
 Dawn Edwards  
 Ross Johnson Sr.  
 Tom Karrow  
 Derwin Neal Saunders

Jon McDaniel & Anthony Huizenga  
 David Wolford  
 Lloyd & Barbara Bley & Larry Lamb  
 Randy Newburgh, Mac King  
 & Bobbie Fitts  
 Al Brushaber  
 Tom & Ila Hulstrom Holly  
 Allan & Helen Young  
 Elwyn & Betty Friend Weckesser  
 Everett E. Hulstrom

#### Donation By

Ann Henderson  
 Beth Lancaster  
 Keith & Janette Rugh  
 Stuart Richter

Pat Estes

Stuart Richter  
 Renae Irwin  
 Jim & Carol Nieman  
 Lori & Kevin Weed  
 The Rosengren Family  
 Rebecca, Faith & Tyler Green  
 Dave Osborn  
 Judy & Jeff Meinsma  
 Elwyn W. Nice  
 Tim & Linda (Nice) McClung  
 Laurie J. Sheridan  
 Laurie J. Sheridan  
 Kim Reinhardt  
 Kala Karrow  
 Brandon, Danelle, Parker  
 & Edith Saunders  
 Ruth Ramirez & Family  
 Shirley Wolford  
 Bruce & Debbie Bley

Opie & Kim King  
 Peggy Brshaber  
 Mr. & Mrs. Dennis Young & Family  
 Mr. & Mrs. Dennis Young & Family  
 Craig & Naomi Weckesser  
 Mike Hulstrom & Patty Young

### IN LOVING MEMORY OF:

#### Name

Vera & Mac McCormick  
 Lloyd Sisson  
 Jim Latta, Ernie Cox Jr.  
 & Nikki Warren  
 Mr. & Mrs. Lester Cassens  
 Estefana Moreno, Martin Rodriguez  
 & Paul Rodriguez  
 David Jones  
 Jim Blair & Jimmie Blair  
 Dawn Edwards  
 Frank & Caroline Kaletka  
 Donald W. Reglin

Floyd A. Toppert  
 Amarion Green

#### Donation By

Her Family  
 Jill Randall

Sharon Cox  
 Sharon Cox

Maria Riggs  
 Kara Ellis  
 Cathy Dane  
 CGH Case Management Family  
 Rosanne Kaletka-Johnson  
 Kim Skrogstad, Becky Romano  
 & Leslie Mann  
 Rita Toppert  
 Angie & Trinity Winchell

### IN HONOR OF:

#### Name

Pat VanCoillie  
 The Kobbeman Twins -  
 Hendrix & Taylor  
 Gerry Zimmerman  
 CGH Auxiliary Volunteers -  
 In Celebration of 75 Years  
 Betty Lamb  
 Lynn Newburgh & Helen King Brown  
 O.B. Horner  
 Jerry Monsivais & Guillermo Millan  
 Judy Blair

#### Donation By

Pat Estes

Pat Estes  
 Mary Jean Derreberry

Deb Keaschall  
 Bruce & Debbie Bley  
 Opie & Kim King  
 Peggy Brushaber  
 Marie Riggs  
 Cathy Dane

### GENERAL DONATIONS FROM:

Dr. Thomas McGlone  
 CGH Caring Fund

# Patient Experience Culture of Caring

## What is the Ripple Effect of Patient Experience?

I hope all of you have been thinking of how each interaction you have with your patients can influence their experience. When our patient has a positive or negative experience, it causes a ripple effect on many factors:

### Clinical Outcomes

Did the patient get their test in a timely manner so results can be treated and improve clinical outcomes? Were detailed discharge instructions given so patient followed up correctly to prevent readmission?

### Financial Outcomes

Does the patient understand how to manage their care after discharge to prevent a readmission? Readmissions are costly to both the patient and the hospital.

### Customer Loyalty

Will that patient come back to us for their care? With a positive experience, they will, but if it is negative, they may not.

### Hospital Reputation

What will that patient tell others? With a positive experience, they would share it with others and potentially bring other patients to our care, but if it is negative, we would potentially lose the ability to care for that patient, plus anyone else they have talked to.

Here are some examples of positive patient experiences that managers have shared after education with their staff:

- My behavior and mood whether on the phone or working with people in the office or patients in the hall – can cause either a disturbing atmosphere or a pleasant one.
- To try and greet people with a smile and answer their questions thoroughly which enhances the patient experience
- If my job is done well, it eventually reaches the patient and affects their experience
- Every day I impact the patient experience. Ensuring that the patient's insurance billing is accurate and timely can help the financial end of the patient experience be more pleasant

## When do you think you serve as the pebble causing the ripples? ALL OF US - ALL THE TIME!!!

What impact can you have? We all can make a huge impact! Both positive and negative experiences have a ripple effect, so we want to make sure that every encounter is positive.

Because we have a direct effect on the patient's experience through every interaction we have with patients, we become the pebbles that actually initiate the ripple effect. Each of us can take pride in creating positive interactions, knowing the value we bring to our patients and their families, and the impact those experiences have on our healthcare system as a whole.

I am the Patient Experience!!!!

**Mary Jean Derreberry BSN, RN-BC**  
Director of Patient Experience

# Work on Your Weight & Health

Are you are ready to work on your health and your weight in 2022? Please consider signing up for the CGH Health Transformation Program (HTP).



The Health Transformation Program (HTP) teaches participants how to lower blood pressure, control blood sugar, improve cholesterol numbers, and lose pounds and inches in the process. HTP is a one year commitment that includes classes every two weeks, individual counseling by a certified health coach, and quarterly lab work. Although there is a fee for the program, it is reimbursed for CGH employees if lab and class attendance requirements are met.

The cost is only \$150.00 per year (\$6.00 per pay) and CGH employees get their money back at the end of every quarter as long as you attend class and complete the labs. For more information on enrollment, contact Sherry DeWalt at ext. 5716, or Bryan Frederick at ext. 1057.

## EMPLOYEE OF THE MONTH

### DANIELLE BALSLEY

Cardiac Cath Lab  
Radiologic  
Technologist



DECEMBER 2021

Danielle is one of the Radiologic Technologists in our Cardiac Catheterization Lab. She is certified as a Vascular Interventional Radiographer and is one of the preceptors in the Cath lab. From a patient's point of view, Danielle is someone who takes good care of them. Although her patient interaction is brief, she always leaves a good impression, consistently going out of her way to make them feel at ease. (This is not an easy thing to do for a patient before a heart cath.) Patients can tell she is genuine: she always has a well-timed smile, a joke at the right moment, or plays music at a time it is appreciated. She always finds a way to help relieve their anxiety.

Danielle is very knowledgeable in her field, meticulous in her work, and adapts well to the changing environment. She will take on tasks and perform beyond what is expected. Danielle is very deserving of this recognition; if not for her dedication to her work, then simply how she makes the patient feel.



Purpose, Worthwhile Work...  
*Making a Difference!*

## Angelo's Pink Pizza Promotion



Nearly \$91,000 has been raised over the past five years for the CGH Health Foundation Women's Health Program, through the generosity of Angelo's Pizzerias.

The most recent gift of \$19,067 was made possible through the month-long Pink Pizza promotion hosted in October at three of their restaurants. The donation was presented last week by Michelle Hodge, right, operations manager for Angelo's, to Joan Hermes, Executive Director of the Foundation.

"Angelo's donates to many causes, but this cause is near and dear to our hearts," said Michelle. "We want to make sure that local women in need can have access to mammograms and other tests."

The CGH Health Foundation has been devoted to raising awareness about early detection of breast cancer for three decades. "We have also provided funding for breast health services for thousands of under-served women in our service area," according to Joan. "We are so very grateful to Angelo's for partnering with us."

Angelo's has been a part of the Sterling/Rock Falls communities since the mid-1950s. They are a popular spot after sporting activities, for birthdays and other special events. The communities of Sterling, Rock Falls, and Dixon mean a great deal to the Wayne Wright Family, owners of Angelo's since the mid-1950s. "The second and third generations are now running the business," said Hodge. "They all grew up here - this is their home and this was one way for them to give something back to our community."

"In behalf of our local women, we want to bring some light to their lives so they can get the healthcare services they deserve," said Hodge. "If Angelo's contribution can help one person get an early diagnosis or give that assurance to others that there are no problems, then we will have succeeded."

Some 27,000 children and adults in the Sauk Valley were impacted last year with donations from businesses, clubs, churches and individuals. The collective generosity of donors allows CGH to reach into area communities in a profound way.

## ISHMPR Pinnacle Awards

The Illinois Society for Healthcare Marketing and Public Relations (ISHMPR) honored marketing, public relations and communications professionals from across the state at its 2021 Fall Conference and Pinnacle Awards held October 14-15 in Chicago.

ISHMPR membership is open to marketing, communications, and public relations professionals from hospitals statewide. The Annual Conference offers the opportunity for professional networking and educational presentations by nationally recognized healthcare marketing professionals.

In conjunction with the Annual Conference, ISHMPR sponsors the Pinnacle Awards to recognize excellence and achievement in healthcare marketing and public relations. Entries are judged on their own merit in accordance with established criteria for project planning, implementation and overall results.

**CGH Medical Center was recognized with an Award of Excellence for Crisis Communications for Dr. Bird's Facebook Live series. In addition, CGH received an Award of Merit for an Integrated Marketing Campaign for our HealthLines community newsletter.**

Thank you to everyone who plays a role in any of these projects, and helps make them a success. And, thank you to Dr. Bird, for his ongoing dedication in helping educate our community week after week!



CGH Marketing staff share a moment after receiving the awards. Pictured from L-R are Liz Foster, Marketing & Media Coordinator; Dana McCoy, Marketing Director; and Rebecca Green, Marketing & Media Coordinator. Not present for photo: Matt Lindstrom, Marketing & Media Coordinator and Nicole Bollman, Marketing Specialist.



# 31 Days of Christmas

Please join us in some holiday fun each day as we countdown to Christmas and the New Year! These activities can be done individually or as a department, and they are not mandatory. Follow your manager and department guidelines, as well as Joint Commission guidelines, and have fun! Happy Holidays!



SUN	MON	TUE	WED	THU	FRI	SAT
			Turn your Holiday Door Hanger into HR 1	Post things you are thankful for about your co-workers in your department's breakroom 2	Green Out! (Wear green) 3	Adopt a child or family for the holidays 4
Make paper snowflakes 5	Make homemade Christmas ornaments to hang in your dept 6	Decorate your department this week 7	Put a toy in the Toys for Tots box in the hospital or Clinic lobby (Offsites: donate to your local Toys for Tots location) 8	Take an individual or dept holiday pic today or tomorrow and send to Marketing (info@cghmc.com) to make a holiday greeting from our staff to the public! 9	Red Out! (Wear red) Don't forget to visit the Auxiliary's Cookie Caper! 10	Drink hot chocolate 11
Make a donation to your favorite charity 12	Pay it forward to a co-worker 13	Bring a favorite holiday recipe & exchange with your co-workers 14	Be a Secret Santa to a co-worker 15	Sing a Christmas carol to (or with) a patient to brighten their day 16	Ugly Sweater/ Bow Tie Day! Take a pic and send it to Marketing (info@cghmc.com) for the FB People's Choice contest! 17	Bring a treat to a nursing home from you or your department 18
Go see local Christmas light displays 19	Complete the holiday word scramble in your email today! 20	Bring cookies to share or do a cookie exchange within your dept. 21	Bring an ornament or small hand-made gift for a patient 22	Write a note of encouragement or appreciation to a co-worker 23	Red and Green Out! (Wear red and green) 24	Merry Christmas! Share a family Christmas memory 25
Call or text a family member you haven't talked to in a while 26	Bring a holiday drink recipe to share with your co-workers 27	Write a note of appreciation to a volunteer 28	Post New Year's resolutions for your dept. in your breakroom 29	Write a note of encouragement for a patient 30	Wear your favorite CGH shirt! 31	Happy 2022!



Save-the-Date  
**Cookie Caper**  
 Cakes • Cookie • Pies • Candy  
**Friday, December 10th**

## DeLange Scholarship Deadline

Applications for the 2022 spring semester for the CGH Health Foundation James DeLange Textbook Scholarship are due Friday, January 7.



Grants are awarded three times yearly, up to \$300. All full- and part-time CGHers are eligible as long as you have been here for at least a year.

The application is available on Lifeline under CGH Health Foundation Scholarships or by emailing Joan Hermes. Individuals can apply each semester, but can only receive funding once per year.

Call Joan at ext. 5672 for more information.