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this man?

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who he is!

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The Southcoast Health System Employee Newsletter

June 2002

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TED KENNEDY JR. TO SPEAK AT SURVIVOR'S DAY EVENT



Ted Kennedy Jr. will be the keynote speaker for "Facing the Challenge, Celebrating Life," a Survivor's Day event sponsored by The Oncology Center on Sunday,

June 2, from 2 to 4 p.m. at the Zeiterion Theater in New Bedford.

Since losing one of his legs to bone cancer in 1973 at the age of 12, Kennedy has been an inspiration to many through his own personal struggle to overcome adversity. He has devoted much of his professional and personal life to working as an advocate for the civil rights of people with disabilities. Kennedy currently practices law, specializing in the areas of health and disability, and also focuses his energies on studying environmental factors that lead to disease and disability.

Admission to "Facing the Challenge, Celebrating Life" is free, but tickets are necessary due to space limitations. Tickets may be obtained at The Oncology Center, 480 Hawthorn Street, Suite 101/102, New Bedford.

Refreshments and reception will begin at 2 p.m. followed by the formal program from 3 to 4 p.m. For more information, call 508-979-5858.

The Oncology Center of North Dartmouth is a joint service of Southcoast Hospitals Group, Saint Anne's Hospital and Longwood Radiation Oncology Center/Harvard Medical School. The Oncology Center provides comprehensive cancer care through medical oncology, radiation therapy, nutrition, social services and family support services.



SOUTHCOAST
HEALTH SYSTEM

feel better

First Cardiac Surgery Patient Utilizes Services of Entire System

In April, Richard Rudzik, 56, of Buzzards Bay, became the first person to undergo cardiac surgery at Southcoast. In the process, he reaffirmed the value of a community-based health system by using services at each of Southcoast's hospital sites in the diagnosis and treatment of his disease.

On April 1, Rudzik had a stress test at Tobey Hospital. When the test was positive, Rudzik went to St. Luke's Hospital for a cardiac catheterization that pinpointed the exact problem.

On April 18, Rudzik, underwent coronary artery bypass surgery at the Charlton Memorial Hospital.

"Mr. Rudzik's case proved just how valuable Southcoast, as an integrated health system, is to the community," said Ronald B. Goodspeed, MD, MPH, President of Southcoast Hospitals Group. "He underwent all of his diagnostic testing and surgery within the confines of one institution, which allowed for quick and easy communication between his cardiologist and cardiac surgeons, who are colleagues.

"This was one of our key goals when we set out to develop our cardiac surgery program at Southcoast — easy and efficient continuity of care for our patients."

Robert Millen, Executive Vice President and Chief Operations Officer for Southcoast, said this kind of collaboration was also the cornerstone of the cardiac surgery program.

"The regional cooperation between all the Southcoast cardiologists helped develop a system that could effectively serve the communities served by Tobey, St. Luke's and Charlton," Millen said. "The input provided by cardiologists from all three sites aided in developing a community-based system from the very beginning of planning this service."

Rudzik's connection to Southcoast did not end upon his release. He received home care services from Southcoast Home Care, Hospice & Infusion Services and will undergo cardiac rehabilitation at a Southcoast site.

Rudzik, a quality engineer at Titleist in New Bedford, had no symptoms of heart disease but was motivated to seek medical care based on family history. Two brothers had previously undergone coronary bypass surgery and one had also suffered a stroke. Rudzik had been a smoker and has high blood pressure.

"I was nervous about having surgery," Rudzik said. "But reality makes you make a decision. Plus, I felt quite confident with the Southcoast program."

"Finding out that he needed surgery was scary," said Denise Rudzik, the patient's wife. "But I was very happy with the care my husband received at all three hospitals and was very impressed with the care and education of the staff."

Cardiac surgeon Thomas Carr, MD, and Paul Hatton, MD, Director of Cardiac Surgery, performed the procedure. Larry

Thiesen, MD, was the anesthesiologist.

Rudzik's cardiologist is Jonathan D. Bier, MD, and his primary care physician is Scott Henderson, MD.

Dr. Carr said Rudzik's heart muscle was normal, but blood was not getting to it in a normal fashion because of constricted arteries.

The surgical procedure, a six-vessel coronary bypass, which took 3 1/2 hours to complete, included transplanting arteries from other parts of the body to bypass the parts of Rudzik's coronary arteries that were experiencing restricted blood flow.

Four days after surgery, Rudzik was released from the hospital with a new lease on life. Except for some soreness, which is normal after major surgery, Rudzik said he felt fine. After being wheeled through the Charlton lobby in a wheelchair, he walked without assistance to his waiting car.

"Mr. Rudzik will get a good long time from this operation as long as he takes care of himself and does not go back to smoking," Dr. Carr said.

Rudzik concurred: "The number one thing for me is to quit smoking."

Southcoast's open heart surgery program is the result of more than five years of planning and more than a year of intensive preparations. In partnership with Tufts New England Medical Center, Southcoast has been able to incorporate the best training techniques and implement the best technology and information systems from around the nation, building a first-class program that will be unsurpassed in quality, Dr. Goodspeed said.

Area cardiologists have been looking forward to the availability of more complete care for their patients — most importantly the direct contact with cardiac surgeons and their patients before and after surgery takes place.

"As cardiologists, we know our patients and their medical histories best," said Peter Cohn, MD, FACC, Chief of the Cardiology Department at Charlton Memorial Hospital. "Having direct access to our patients and surgeons will mean better quality and continuity of care — and less stress for our patients and their families.

"Until this point, we have only been able to provide cardiac services through the diagnostic phase. Then we had to send patients to Providence or Boston for any type of surgical care," Cohn said. "Now we can provide those services close to home. This benefits nobody more than our patients." ☺



Peter Pereira/Standard-Times

Richard Rudzik, of Buzzards Bay, Southcoast's first cardiac surgery patient.

"Having direct access to our patients and surgeons will mean better quality and continuity of care — and less stress for our patients and their families."

— Peter Cohn, MD, FACC, Chief of the Cardiology Department at Charlton Memorial Hospital.



Quality Indicator Update



Ronald B. Goodspeed,
MD, MPH, FACP, FACPE
President, Southcoast
Hospitals Group

In March, the Quality Steering Committee published its first Organization-Wide Quality Indicator Report for use by the Board of Trustees and the entire Southcoast Hospitals organization.

The event represented the culmination of months of effort by Nidia Williams, Leader of Quality Data Services, and her colleague, Joe Botelho, to transform the concept of an organization-wide “dash-board” of indicators into the reality of one tool that all departments could use to review their progress on key indicators of quality within our organization.

The Quality Indicator Report tabulates the results of many departments working together and reports those results on an

organization-wide level, thereby supplying us all with specific information on how Southcoast is doing in its ongoing quest to improve safety and quality.

The Quality Indicator Report concept was created by the Quality Steering Committee

as an easy way to check that Southcoast’s organization-wide indicators are on course and are moving toward established goals. Similar to the dashboard of a car where at a glance you can be sure there’s gas in the tank, the engine isn’t overheating and the speed is under control, Southcoast’s quality indicator dashboard gives us a quick, overall glance at quality performance. Once the

concept was developed, Williams and her team helped mold the desired outcome into a statistically acceptable and easy-to-read format.

Details from Quality Indicator Reports will appear in *Coastlines* on a quarterly basis. *Coastlines* will focus on the current top priorities — one of which will always be safety.

Southcoast employs a broad definition of safety that encompasses not only patients, but visitors and employees as well. But no matter how its defined, safety and quality are synonymous and our first priority.

Quality indicators fall under four major categories, each of which contains a number of organization-wide indicators.

- **Service Outcomes:** Patient/family would definitely recommend Southcoast to family/friends; ED patients who left without completion of treatment; patient complaints; timeliness of performance evaluations; physician satisfaction; employee turnover and employee absenteeism.
- **System-Wide Culture Perception (Culture Surveys):** 360-degree leadership cultural review; departmental cultural survey; and pulsed cultural survey.
- **Clinical/Technical Outcomes:** critical patient event reports; total mortality rate; nosocomial (hospital-acquired), infection rate; patient fall rate; medication error rate; and Medicare patient readmissions within 15 days.
- **Optimal Process Efficiency & Effectiveness:** average Length of Stay for Medicare acute patients; paid hours per occupied bed; and cost per adjusted discharge.

Here is how we did on some of our priority indicators.

IMPROVE SERVICE OUTCOMES:

As of January, 72.7 percent of the people who completed the internal patient satisfaction survey indicated that they would definitely recommend Southcoast to family and friends. This represents a dramatic improvement from our baseline survey finding of 64 percent. By February, Southcoast had already hit our March target of 75 percent, but we need to get to 90 percent by September 2003.

From March to December 2001, 65.1 percent of performance evaluations were completed on time. That rate has vastly improved to 98.6 percent in January 2002. Furthermore, Southcoast has now met the goal of having 100 percent of performance evaluations completed on a timely basis by March 2003. Nice work everyone!

SYSTEM-WIDE CULTURAL PERCEPTIONS:

Southcoast aims to increase internal cultural perception in three areas: quality and caring; integrity, trust and openness; and adaptiveness and flexibility. For FY2001 the following initial scores of a 360 degree leadership survey were established against a four point scale: quality and caring, 3.46; integrity, trust and openness, 3.49; and adaptiveness and flexibility, 3.43.

CLINICAL/TECHNICAL OUTCOMES:

Southcoast’s goal for nosocomial (acquired in-hospital), infections is to achieve a rate below that of the National Nosocomial Infections Surveillance for both total knee replacement and vascular surgery. The NNIS averages for those procedures are 1.37 percent and 2.43 percent respectively. From

continued next page



PC Refresh Project Benefits Southcoast & the Community

A \$1.6 million project that will eventually replace more than 850 personal computers in the Southcoast system promises updated technology, increased efficiency and more desk space for users.

“The project is replacing all PCs that have a processing speed under 500 megahertz,” said Pam Alves, Director of End-User Support for Southcoast Health System. “Computers that are not being replaced will be checked to assure they meet standard hardware configurations and will be upgraded to Windows 2000 and Microsoft Office 2000.”

PCs, which are used to access patient information in non-secure areas, will also be fitted with privacy screens to comply with HIPAA regulations on patient privacy.

Alves said Southcoast generally refreshes technology every three to four years to keep software up to date. Microsoft is no longer supporting the Windows 95/98 operating system, so Southcoast needed upgrade to Windows 2000 to retain support.

“Also, most of the hardware we buy comes with a three-year warranty,” she said. “Once the warranties expire, that hardware becomes very expensive to maintain. Therefore, it makes more sense for us to replace it.”

Preparation for the computer replacement is painstaking and time consuming. Each desktop is visited by a vendor technician who will interview the user and fill out a five-page form documenting pertinent information regarding the current PC. If a department

has departmental specific applications it must be tested on the new Windows 2000 operating system to insure its compatibility.

“If it doesn’t work with Windows 2000, we have to work with the vendor to develop a solution,” Alves said.

Along with the new PCs, Southcoast installed a new system administrative tool that will make servicing the PCs more efficient. Zenworks uses “remote control” technology to allow technicians to work on a particular PC without being at its physical location. The technician will first need to gain permission from the user to do so. Zenworks can also inventory all software and hardware and make changes to PC desktop across the organization simultaneously.

“With the installation of the new PCs and Zenworks, staff members will not be able to alter their desktop or add software independently,” Alves said. “We need to be in compliance when it comes to software licensing. If we are audited and we are found to be violating licensing agreements, we could be fined.”

The new PCs have state-of-the art flat panel screens and tower-style processing units, which free up a great deal of desk space for users, Alves said. People will also find the speed of the processors much improved.

The project began in December when MIS sent out requests for proposals. Then the department spent three full months testing operating systems and applications before awarding the contract to New England Computer Resources of Providence, R.I. The actual swapping out of PCs began the first

week of March.

“Our goal is to finish the project in three months,” Alves said. “But replacing more than 850 PCs is a huge job.”

PCs that are being replaced will continue to serve the community in other capacities.

“We are donating the old PCs to Gifts in Kind, a non-profit organization that will distribute them to community non-profit organizations in our area,” Alves said. Gifts in Kind is one of the world’s largest networks for recipient charities. It has distributed some \$2.5 billion in product donations since its founding almost two decades ago. At the end of the PC Refresh project the organization will provide Southcoast with a list of all organizations that received PCs.

“It really is a win/win story,” Alves said. “Not only do we update our technology at Southcoast, but we contribute valuable resources to the community in the process.”

The PC Refresh project will be followed by a Terminal Replacement project, scheduled to begin at the end of the summer. Dumb terminals will be replaced with personal computers that are loaded with Meditech, Internet Explorer browser and Internet/ Intranet access. The Microsoft Office suite and GroupWise e-mail/calendar will not be installed on the PCs that are replacing terminals. 📧



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the period of January to December 2001, Southcoast had a rolling average of 0.80 percent nosocomial infections for total knee replacement, well below the national benchmark levels, and a rolling average of 4.43 percent for vascular surgery. A team of people is implementing actions to improve the results for the vascular surgery.

OPTIMAL PROCESS EFFICIENCY & EFFECTIVENESS:
The one-year rolling average length of stay for Medicare Patients from January to December 2001 was 7.3 days. This number is significantly higher than the fourth quarter 2001 Medicare average for acute community hospitals, which was 5.3 days. As discussed in the May issue of *Coastlines*, there are many factors contributing to this trend and Southcoast leadership is in the process of addressing those issues. The hospitals’ current goal is to reduce this average to 6.94 within three months and eventually reach the Medicare national average.
For that same period, the rolling average cost per adjusted discharge was good, but our data for October to December 2001 shows that this cost is increasing steadily and has gone over our current goal of staying below \$5,700. These escalating costs are due in large part to our increasing length of stay. Reducing length of stay and its associated costs are a primary focus in our present organizational efforts to improve quality and maintain success.
Watch for more reports on our Quality Indicators and action planning in your department to improve our results. 📧

The Heart of the Matter

Carol Soares, Planning Administrative Secretary, has devoted a large percentage of her time over the past two years helping to bring open heart surgery to Southcoast. Under the direction of **Tod Allen**, Vice President of Planning, Soares helped to develop the 308 Special Exemption application and the Determination of Need application recently submitted to the Massachusetts Department of Public Health. She has consistently worked behind the scenes in providing updates and monitoring of the cardiac surgery implementation effort using the Microsoft Project 2000 management software and helped the cardiac team stay on track to meet important deadlines.

As a physician long-acquainted with Tufts/New England Medical Center and thoracic surgery, **Douglas Payne, MD**, was instrumental in guiding Southcoast during preparation for the cardiac surgery program. Dr. Payne helped Southcoast look at its systems from top to bottom to determine what kinds of support services would be required for cardiac surgery. This included everything from OR space, equipment and personnel to quality tracking and maintenance issues such as emergency power backup and air exchange. Dr. Payne assisted in the physician recruiting process and regularly attended cardiac cath conferences to give a presence to the evolving cardiac problem in the South Coast. At NEMC, he was Southcoast’s unfailing advocate.

He pursued all of these duties with quiet diligence, though he has retired from medical practice, and proved himself an invaluable asset in establishing the cardiac program at Southcoast.

The Human Resources staff at Charlton did an outstanding job in recruiting experienced, talented professionals for the cardiac surgery program in the face of a shortage in nursing and most health professions. **Debbie Pickup**, Director of Organizational Development & Recruitment, organized recruitment events that included individual recruitment, a highly successful employment open house and other recruitment efforts.
Darleen Souza, Human Resource Consultant, and **Ginny Souza**, Physician Recruiter, personally guided candidates through the recruitment and hiring process. **Laurie Lafleur**, Human Resources Consultant, handled all of the details in getting people on board. **Bradley Brown**, Compensation Analyst, also contributed by writing several job descriptions for positions that had never before existed at Southcoast. **Tammy Levesque**, Human Resources Secretary, also assisted in the recruitment efforts. And **Tom Phillips**, Director of Human Resources at Charlton and Tobey, oversaw his staff in making this all happen. The rest of the Human Resources team supported this work by assuring that the department continued to complete its regular work during a time of great activity.

The interview

Ed Boyer

Director of Engineering & Maintenance, Charlton and St. Luke's



Top: Ed Boyer (right) at Truesdale Hospital in the 1950s.

Middle: Boyer in 1977.

Bottom: Boyer today.

What most of us have learned about the history of Southcoast from yellowed newspaper clippings and books, Ed Boyer experienced first hand. On the eve of his 50th anniversary with the organization, Boyer, the Director of Engineering & Maintenance at Charlton Memorial and St. Luke's hospitals, sat down to talk with us about how things have changed since the days when operating rooms had screen windows and the only emergency power was a hand-held flashlight.

How did you get your start with the organization?

I started at Truesdale Hospital in 1951. I was in high school then and worked part-time after school. Before long, between working after school and on weekends, I was considered a full-timer while still going to school.

What was your first job?

I started as a maintenance mechanic's helper earning 47 cents an hour. Things were pretty low-tech compared to now. We made our own ice to use in food preparation and in croupettes, which were used to help reduce fevers in children. At that time, there was no air conditioning in the hospital. Even the operating rooms had windows that opened. We still had boiler plants with coal-fired boilers. We had people who used to shovel coal to keep the boilers running. Most hospitals didn't have emergency generators at the time either. When we lost power, everyone walked around with flashlights.

When did emergency generators come into use?

Truesdale and Union hospitals both got emergency generators and air conditioning in 1958. That really increased comfort for everyone.

What did you do after high school?

I went to school evenings at Bradford-Durfee College of Technology in Fall River. It later became Southeastern Massachusetts University, but we know it now as the University of Massachusetts at Dartmouth. I went to school at night for eight years and earned my power engineer license. Then I continued to take trade courses and earned licenses in refrigeration, electrical, oil burner and construction management. I also took numerous courses in health care management.

When did you become a director?

In 1961, I became the director of engineering at Truesdale. When Union and Truesdale Hospitals consolidated in 1973, I commuted between the two campuses as director of engineering for them both. I did that until 1983, when we closed the Truesdale site and consolidated operations at Union, which had been renamed Charlton Memorial in 1978. I became director at St. Luke's in February 2001.

What kinds of changes have you seen since you began?

We have become much more efficient due to the tools and technology available to us. Now, we do much more with fewer staff. When Union and Truesdale merged, engineering had a staff of 61 people. Today, Charlton and St. Luke's each have a staff of about 28 and the facilities are double in size. We've also become much more high-tech with medical vac, medical air and high-voltage electrical systems. Today, our chiller plants weigh 2,000 tons and we have multiple emergency generators. When I started, the hospital had two elevators, now there are 33 — plus dumbwaiters. We also have a staff of very skilled mechanics and tradesmen who keep things running smoothly.

What kinds of things does your staff do?

We maintain everything from the grounds to the rooftops. We do electrical work, plumbing, air conditioning, carpeting and painting, just to name a few. A great deal of

our renovations and construction are done in house and we oversee all renovations done by outside contractors.

What have been your biggest challenges then and now?

In the 1960s and 1970s, the people who worked for me were older than I was so it took awhile to gain their respect. Now I'm older and wiser. Now the paperwork and documentation required by different agencies like JCAHO, DPH and OSHA is just endless.

Also, our main function is to keep the plant running efficiently and safely. The renovation part of our function is just a spin-off but there has been so much of it lately that people think it's the norm. It can be a challenge to get things done in a timely manner.

It's very rare to find a person who has stayed with an organization as long as you have.

Well, during the first 25 years it was a little embarrassing. People would tease me and say 'are you still there?' Now, I am proud to say I work for Southcoast. It's a great place to work and the people are just tremendous to work with. Bob Gauthier is just an outstanding boss. He understands the business and allows me the freedom to get the job done. It's really good to work for such a respected organization.

What do you see as some of the milestones in plant engineering you've experienced here?

Probably converting from coal to oil, adding emergency generators and air conditioning and the gradual conversion to more skilled staff.

What is one thing that you would like the rest of Southcoast to understand about your department?

That every member of the department really wants to do a good job and meet everyone's needs. They are skilled tradesmen and technicians. We are all interested in and proud of what we do here.

What is one thing that is most memorable to you?

Well, the big events stand out like the black out of 1965 [a massive power outage that left 30 million people in the dark from the New York/Ontario, Canada, border through most of New York and New England for 13 hours] and the blizzard of 1978 [a two-day snow and wind storm that dumped from two to four feet of snow on the area with drifts up to twice that height, crippling the region]. But beyond that I can't think of any particular point in time that was better than any other. All of my years here have been good ones. ☺

Local Athletes Good "SPORTs" in Southcoast Campaign



Jean Desrosiers of Westport, a 2004 Olympic hopeful, came back from a serious injury to complete the 2000 race season with the help of the SPORT team.

Miles of seashore make the South Coast stand out on any map. But not many people are aware that the region also produces many elite athletes — men and women who distinguish themselves at statewide, national and even international levels. And Southcoast Hospital's own SPORT Team, along with staff orthopedic surgeons, are with these athletes every step of the way.

A new marketing campaign will debut later this month that will tell this story. The campaign includes newspaper, billboard, television and radio ads and an updated web feature and educational brochure.

Seven local athletes, including former and aspiring Olympians — and even a member of the New England Patriots — will be featured.

The Southcoast SPORT team is one of the largest sports medicine services in Massachusetts, with athletic trainers and physical therapists serving 13 different high schools, colleges and the Cape Cod Baseball League.

"This is an opportunity to again show how proud we can be of the quality of local health services and also take pride in the tremendous athletic accomplishments of people who grew up and live right here," said Jim Rattray, Director of Marketing & Public Relations. ☺

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Editor Patricia Giramma
Graphic Designer Christine Azevedo
Photographers Patricia Giramma
Contributors Susan Adams
Linda Bodenmann
Ronald B. Goodspeed, MD, MPH
Kerry Mello

Address inquiries to: Editor, Coastlines
Marketing & Public Relations, Southcoast Health System,
101 Page Street, New Bedford, MA 02740
giramm@southcoast.org

Southcoast Mobile Health Van — Fair Weather Means Health Fairs

With the arrival of fair weather, the climate for Southcoast’s Mobile Health Van also turns fair — health fair that is.

“The work of the van has evolved over the years in such a way that the seasons carve out a somewhat predictable schedule,” said Sue Oliveira, RN, Van Coordinator. “The spring and summer months are already booked with local health fairs and neighborhood health fairs at local parks, schools and churches.”

During the fall and winter the van offers flu and pneumonia vaccines and steps up its educational efforts on how to stay healthy and protected from illness.

From October to May the van also runs a teen program, visiting five local high schools monthly — Diman Vocational School in Fall River, Somerset High School, Westport High School, Old Colony Regional Vocational High School in Lakeville and Wareham High School.

“Teens can come to the van for pregnancy testing and information on sexually transmitted diseases and birth control.” Oliveira said. “We don’t provide contraceptives, but we can connect students with a local family planning agency and usually have a family planning counselor with us when we are at high schools.”



Medical Assistant Alda Silva checks Robin Gallant’s blood pressure during a health fair at Bristol Community College in Fall River.

Verdean neighborhoods,” Oliveira said. “We have also worked with organizations serving the developmentally challenged and disabled.”

The Massachusetts Department of Public Health licenses the Southcoast Mobile Health Van as a satellite clinic of Southcoast Hospitals Group. In that capacity, it has a nine-year history of traveling through South Coast communities offering free health screenings, education and outreach to those who might go without otherwise. The van is handicapped accessible and the staff aims to make their services user friendly.

It is staffed by three full-time employees — Oliveira, Alda Silva, medical assistant, and driver Frank D’Amato, who also handles reception and registration — and part-time nurse, Terri Gomes, RN.

“The van’s goal is to support and mirror the health concerns specific to the Southcoast region,” Oliveira said. “Specifically heart disease, diabetes, women’s health, teen health and the immigrant population.

“We utilize a prevention/wellness model that focuses on helping people stay healthy, education and referrals for the individual to access health care. Ultimately our focus is caring for the health of the community.”



Health Van staff, Sue Oliveira, RN, Frank D’Amato, Alda Silva, MA, and Terri Gomes, RN, take Southcoast’s mission to care for the health of the community on the road.

Students can also access cholesterol, blood sugar, blood pressure and other screenings on the van.

“We also do a lot of tours for students so that they can learn what we have to offer,” she said.

“We have really become entwined into this culturally diverse region, servicing the Cambodian, Asian, Hispanic, Portuguese and Cape

ACHIEVEMENTS

Southcoast’s Marketing & Public Relations team recently garnered regional and national recognition for their work on both specific projects and for overall effort.

At the beginning of May, the team collected three national marketing awards in the 19th annual Healthcare Advertising Awards held by Healthcare Marketing Report magazine for the Essence of Nursing website (www.southcoast.org/nursing/), TeenLink poster and the open heart surgery hat. (The cover of the February issue of Coastlines included many of the graphic elements of the poster.) On May 21, the team received the 2002 Outstanding Marketing Award for total marketing effort in the South Coast region from the Slade’s Ferry Bank Center for Business Research at the University of Massachusetts at Dartmouth.

NEW BEDFORD SUMMERFEST 2002

July 12, 13, 14

Southcoast is proud once again to be a sponsor of Summerfest, an international folk music and arts festival in New Bedford. This year Summerfest will boast six performance stages, an artisans’ marketplace with juried crafts, traditional arts and craft demonstration area, children’s craft area, fresh fish and scallop dinners, the Blessing of the Fleet, whaleboat races, harbor tours and much more.

Southcoast employees are eligible to win tickets for the city’s premier waterfront festival. In addition **employees of Southcoast Hospitals Group are entitled to receive one voucher redeemable for a free Summerfest button.** The button will provide admittance to all Summerfest areas and attractions on July 12, 13 and 14. Prior to the festival, button wearers will be able to take advantage of discounts at more than 45 area merchants through the close of the festival.

Vouchers may be redeemed at designated Summerfest Button outlets throughout the region, including the Southcoast Federal Credit Union at St. Luke’s Hospital or at the main entrance to Summerfest. Additional buttons may be purchased at all Summerfest button outlets. Buttons are \$5 in advance and \$7 the weekend of the festival. Children under 12 are admitted free.

Vouchers will be available at the Human Resources offices at all three sites. Identification badges are required to receive a voucher.

For a complete list of performers and more information call the New Bedford Area Chamber of Commerce at 508-999-5231 or visit www.nbsummerfest.org.



To enter to win one of the prizes listed below:

Please fill out the form below indicating your choices and return to: Summerfest, Marketing & PR Department, St. Luke’s Site, 157 Page St., New Bedford MA 02740. Deadline to return the form is June 21, 2002.

Name	Daytime Phone /Ext.	
Mailing Address		
City	State	Zip Code

Please rank your choices (1-4) for:

- _____ Tickets for 2 for a private meet and greet reception with **Patty Larkin**, Friday, July 12, from 5-7 p.m. at the Whaling Museum and reserved seating for the concert immediately following with performances by Vanida Gail Group, Cliff Eberhardt & Patty Larkin.
- _____ Tickets for 2 for a **Free** Seafood Dinner
- _____ Tickets for 2 for a **Free** helicopter ride
- _____ One Free \$10 Voucher for the Artisan’s Marketplace

Winning does not guarantee time off from work; please check with your manager.