

The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

May / June 2010

The Fifth Annual Ride for Hope Cancer Care Close to Home at TMH

Over 500 cyclists, from novice to expert, will participate in the Fifth Annual Ride for Hope. And, it's not just for riders – hundreds more from the community will attend the Family Fun Festival and Health Fair while the riders are out on the courses. This year's Ride for Hope and associated events will be held at the North Florida Fairgrounds – all cycling courses will begin and end there.



Tina Darnell, of Tallahassee State Bank, recipient of the inaugural REACH Volunteer of the Year Award for her service to the Ride for Hope. Valerie Cooper (left) nominated Tina for this award and is also a Ride for Hope volunteer.

The fun-filled weekend will kick off Friday evening, June 4, from 4:00 to 7:00 with the Ride for Hope Vendor Expo, Early Registration and Hero of Hope Award Ceremony. Cyclists value this special time for fellowship and early registration. The Friday night festivities also include live music, buffet dinner, vendor expositions and demonstrations, many “give-a-ways” and much excitement as riders gear up for the next day. The highlight of the evening is the presentation of the Hero of Hope Award – an honor given to a person in the medical profession who has exhibited exceptional compassion and hope to cancer patients, their family members and care givers.

On Saturday morning, June 5, cyclists will gather at the Fairgrounds to ride 100, 62, 40, or 15 miles on specially designed courses through Tallahassee's beautiful canopy roads. The 100-mile “Century” starts bright and early at 6:30, followed by the 62-mile “Metric Century” at 7:00. The 40-and-15-mile rides will commence at 8:30.

The Fun Ride/Walk for children of all ages will begin at 10:00 and will be limited to the confines of the Fairgrounds.

From 9:00 through lunchtime, there will be a Ride for Hope Health Fair with basic health screenings and a Family Fun Festival featuring face painting, clowns, balloons, bike decorating stations and treats. The Health Fair and the Family Fun Festival are complimentary and open to the public. Thanks to the generosity of Gordos Cuban Cuisine and Bandidos Burrito Company, a delicious lunch will be served to the public for a minimal charge. Lunch is complimentary for registered cyclists.

The traditional “Wall of Hope and Remembrance” will be displayed on both Friday evening and Saturday for riders and other participants to write words of inspiration to survivors and loved ones and to memorialize those who have died from cancer.



The late Lou Farrah, founder of the Ride for Hope, speaking at the Inaugural Ride for Hope in June 2006. Lou's battle with cancer ended five months later on November 8.



Jenny Farrah and son Jeffrey Farrah, D.C. – co-owners of Pathway Wellness Centre – at the 2008 Ride for Hope. Jenny received the Giving Award from the CORE Institute School of Massage Therapy for her community involvement with the Ride for Hope. Jenny is the widow of Lou Farrah and Jeff is his son.

The Ride for Hope was created by Lou Farrah, a cancer patient who wanted to make a difference with a bike ride and a community celebration of life. Although Lou died in November of 2006, his legacy lives on through



**Tallahassee Memorial
HealthCare Foundation**

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TALLAHASSEE MEMORIAL HEALTHCARE IS First Hospital in the Country to Receive Psychologically Healthy Workplace Award and Best Practices Honor from American Psychological Association

In recognition of its workplace practices promoting employee well-being and organizational performance, Tallahassee Memorial HealthCare received the American Psychological Association's (APA) 2010 Psychologically Healthy Workplace Award (PHWA) at a ceremony in Washington, D.C. on March 6. One of five employers from across North America to receive the award this year, TMH won in the not-for-profit category. Tallahassee Memorial HealthCare is a previous winner of the Florida Psychological Association's State-Level Psychologically Healthy Workplace Award, qualifying it to be nominated for the APA award.

During these challenging economic times, keeping colleagues (which is how TMH refers to its employees) engaged and maintaining a healthy, productive work environment is more important than ever. Tallahassee Memorial HealthCare excelled in its efforts to foster colleague involvement, health and safety, colleague growth and development, work-life balance and colleague recognition. The organization's participative management structure, part-time and flex scheduling and wellness programs are several examples of the workplace practices that helped earn the 2010 award. TMH was also recognized by APA as a Best Practices Honoree in the colleague involvement category for the central role colleagues played in the creation of new values and mission statements that helped change the organizational culture and became the core of a recovery plan to improve morale, reputation and financial viability.

Tallahassee Memorial HealthCare's psychologically healthy workplace practices have reaped rewards for both the organization and its colleagues. As a result of TMH's workplace practices, colleagues have made significant strides in morale, job satisfaction and work efficiency. Survey results from 2006 and 2008 show high levels of satisfaction with leadership, coworkers, work environment and the overall organization. In addition to receiving numerous awards for its workplace practices, TMH has seen major improvements in its customer relations, operating margin, turnover and productivity.

"TMH is honored to be the first hospital in the nation to be recognized as a Psychologically Healthy Workplace by the American Psychological Association because this award recognizes the high priority we place on the well-being of our colleagues and our ongoing commitment to empowering colleagues at every level in the organization to be involved in decision-making processes," says Mark O'Bryant, president & chief executive officer of Tallahassee Memorial HealthCare. "However, we feel that the real winners are our colleagues, our patients and our community because in creating a psychologically healthy workplace, we provide an environment where our patients can receive the best care possible."

At Tallahassee Memorial HealthCare, ICARE values -- Integrity, Compassion, Accountability, Respect and Excellence -- are incorporated into all facets of the organization, including reward and recognition programs, performance reviews, training programs and myriad operational components. In the past year, staff-led councils at TMH have spearheaded the purchase and implementation of smart pump technology for patient-controlled analgesia, created a professional development model for nursing, implemented new educational methodologies



Left to Right: Norman Anderson, CEO of American Psychological Association; Steve Adriaanse, chief human resources officer and vice president of Tallahassee Memorial; Carol Goodheart, president of American Psychological Association.

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Tallahassee Memorial Celebrates Doctors' Day and Salutes Richard MacArthur, M.D.

Mark O'Bryant, Tallahassee Memorial's president & chief executive officer, presided over the hospital's annual Doctors' Day Celebration on March 30. In his opening remarks, Mr. O'Bryant told the assembled physicians, "Doctors' Day is a tribute to the men and women who work tirelessly to deliver the finest health care in the world. At TMH, we're proud to acknowledge the contributions of our entire medical staff. Congratulations, doctors, on a job well done!"



Magnificent Magnolia "captured in its glory" by Richard MacArthur, M.D.

Tallahassee Memorial's Doctors Day Celebration was attended by both active and retired physicians and the spouses of deceased physicians. All present enjoyed the captivating selections for violin that were performed by Efren L. Baltazar, M.D., a retired gynecologist and accomplished musician. The invocation was offered by John Galloway, Tallahassee Memorial's director of Pastoral Care and chaplain.

The program's highlight was a salute to Richard MacArthur, M.D., director of Evidence-Based Medicine at TMH, presented on behalf of TMH and the TMH Foundation by Wayne Batchelor, M.D., chair of the Medical Staff. In his remarks, Dr. Batchelor recognized Dr. MacArthur's influential work in

evidence-based medicine and his charitable contributions that have funded a variety of hospital projects and fulfilled needs that could not have been met otherwise, including gifts of Dr. MacArthur's remarkable photography that have been long enjoyed by TMH colleagues, patients and their families. "Now," said Dr. Batchelor, "it is my pleasure to announce that an entire collection of Richard MacArthur photography has been donated and installed in the hospital's Magnolia Lobby. Each

photograph is that of a magnificent magnolia—captured in its glory by Dr. MacArthur."

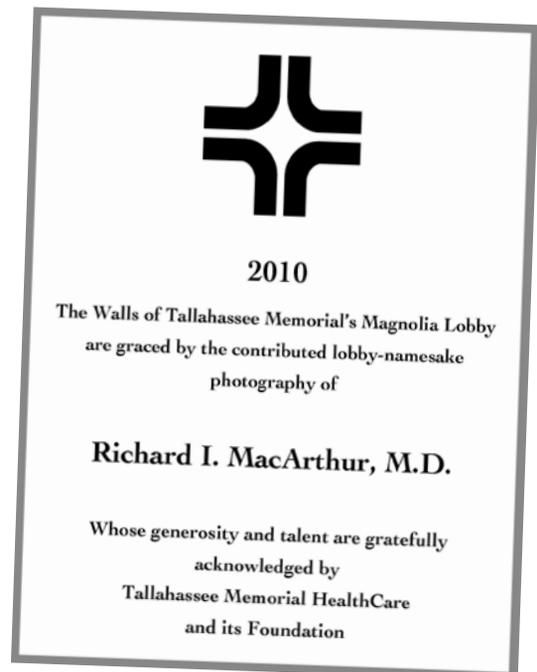
Dr. Batchelor further noted that since the Doctors' Day celebration in 2005, more than 350 physicians – from among the active and retired ranks – have made charitable contributions. "We thank and applaud them, one and all," Dr. Batchelor concluded.



Wayne Batchelor, M.D. with Doctors' Day Honoree Richard MacArthur, M.D.



Efren L. Baltazar, M.D., retired gynecologist, plays a Fritz Keishler piece at Doctors' Day Celebration



Magnolia Lobby Tribute to Richard MacArthur, M.D.

“OUR BODIES, OUR TEMPLES”

American Cancer Society Grant Awarded to Tallahassee Memorial

The American Cancer Society, Florida Division, has named the TMH Foundation as the recipient of a 2009-2010 Community Education Grant “Our Bodies, Our Temples” that will address cancer disparities by supporting the implementation of a colon cancer education program in Gadsden, Jefferson, Leon, Madison, Taylor, and Wakulla counties. “In every sense this is a collaborative effort that will touch and positively influence hundreds of lives in these six north Florida counties, said Paula Fortunas, president & chief executive officer of the TMH Foundation.

“TMH is pleased to partner with the American Cancer Society in this life-saving education initiative,” added Mark O’Bryant, president & chief executive officer of Tallahassee Memorial HealthCare. The colon cancer education program will be presented in selected African American churches in the six counties through a health ministry network with TMH, Sisters Alive, the local American Cancer Society, Florida State University’s Center for Better Health and Life for Underserved Populations, the Leon County Health Department - Office of Minority Health, and the Florida Department of Health – Colorectal Cancer Control Program.

These organizations will work together to present a mini-workshop for pastors and two education training sessions for health ministers.

“African Americans are disproportionately affected by colon cancer,” said Christy Harrison, Oncology Service Line administrator at TMH. “This cancer is one of the leading causes of death in African Americans, despite the strides made to lower cancer rates.”

“Projects focused on increasing awareness of cancer prevention and early detection are critical in our fight against cancer,” added Leonard Parkhurst, executive director, Capital Area of the American Cancer Society. “Delivering life-saving messages to diverse populations is important in diminishing the health disparities gap and we are thrilled to partner with TMH in this exciting colon cancer education program.”

This award was made possible through a competitive statewide grant program offered to community based non-profit organizations by the Florida Division of the American Cancer Society.



In the center: Leonard “Parky” Parkhurst, executive director of the Capital Area of the American Cancer Society, presents ACS grant check to Christy Harrison, TMH Oncology Service Line administrator. They are flanked on the left by Harriette Hudson, coordinator for the ACS grant and Kitty Flynn, member of the TMH Cancer Patient and Family Advisory Council and on the right by Janet Borneman, director of planned giving and grant writer for the TMH Foundation and Miaisha Mitchell, Sisters Alive project coordinator and Travis Greenman, TMH cancer survivor navigator.

Tallahassee Memorial's Medical Music Therapists Win Grant to Establish CALM at Memorial Hospital and Manor in Bainbridge, Georgia

The TMH Foundation has been awarded a three-year grant from Johnson & Johnson and the Society for the Arts in Healthcare. Through this grant medical music therapists from Tallahassee Memorial will establish the Caring with the Assistance of Live Music (CALM) program at Memorial Hospital and Manor in Bainbridge, Georgia, an 80-bed hospital and 100-bed long term care facility. The CALM program was created at TMH in conjunction with Florida State University's music therapy program. It is extremely successful with children and adults in eliminating the need for sedation with certain medical procedures.

The CALM program uses familiar, patient-preferred, culturally appropriate live music in a new, innovative, and interactive context to support and facilitate medical procedures. The music is performed by professionally trained, board-certified music therapists using high-quality musical instruments. Original songs that provide treatment-based education are often utilized to help patients (particularly children) become familiar with the procedures and to normalize the hospital environment. In addition to the therapeutic benefits of the music, patients get to experience the aesthetic value of hearing high-quality, live music performed just for them.

Chosen from over 300 proposals, the TMH Foundation is one of three non-profit organizations to receive this national award. "This grant is given to organizations that use art to help bridge the gap between illness and health," said Olivia Swedberg, a music therapist at TMH. Mark O'Bryant, president & chief executive officer of TMH added, "Music therapy can have a direct impact on the recovery process

of patients and the TMH music therapy department has created a healing environment for the patients we serve."

"This generous grant funding will not only extend medical music therapy and its holistic approach to a rural underserved area but it will also facilitate the creation of a CALM training DVD and manual that will be distributed to board-certified music therapists at hospitals around the world," explained Paula Fortunas, president & chief executive officer of the TMH Foundation. "This includes replication of other high-value music therapies and programs such as the Parkinson's Voice Maintenance Choir, the Arts in Medicine volunteer service program, and the Little Ones Music Play developmental group for infants and toddlers," she concluded.



*The Medical Music Therapy Department at TMH from Left to Right:
Amanda Findley – Music Therapy intern
Miriam Hillmer – Music Therapy coordinator and internship director
Jessy Rushing – Arts in Medicine coordinator
Olivia Swedberg – Music Therapy graduate research assistant*

Fifth Annual Ride for Hope *continued from page 1*

this athletic, wellness and family fun event and its amazing team of volunteers who have embraced the cause — *Cancer Care Close to Home* at TMH.

One of those volunteers is Tina Darnell of Tallahassee State Bank. Tina knew Lou as one of her customers, and said, “Lou showed so much love and compassion for people, I knew I wanted to get involved.” Now, after four years of service, she is Ride for Hope’s Volunteer Director and Tallahassee State Bank is a Ride for Hope donor. In recognition of Tina’s outstanding service to her community, Synovus, parent company of Tallahassee State Bank, selected Tina as the recipient of the inaugural REACH Volunteer of the Year Award for her “exemplary commitment to her customers, colleagues and community.” As part of the award, Synovus donated \$500 to the charity of Tina’s choice – Ride for Hope. Tina said, “It is wonderful to see the people who have been touched by the Ride for Hope. The gratitude we receive from cancer fighters, survivors and their families is fulfilling.”

Jenny Farrah, Lou Farrah’s widow and a Ride for Hope leader, recently attended the CORE Institute School of Massage Therapy’s twentieth anniversary celebration and reunion. CORE honored

graduates for their service to the school, to their communities and to the profession of massage therapy. Jenny received the “Giving Award” for her dedication to the Ride for Hope and its benefit to the community.

Proceeds from the Ride for Hope benefit the Tallahassee Memorial Cancer Center, which has earned “Accreditation with Commendation – Comprehensive Community Hospital Cancer Program” by the American College of Surgeons Commission on Cancer. First accredited in 1951, the Tallahassee Memorial Cancer Center is Florida’s longest continuously accredited cancer program in the comprehensive community hospital category and it is the only accredited cancer program in the Big Bend region. Through its affiliation with the prestigious Moffitt Cancer Center, TMH can offer its patients a broader range of clinical trials, specialized treatments and advanced research and technology.

You can Ride for Hope or just go out to enjoy the festivities — mark your calendars now for June 4 and 5. For early registration or to learn more about Ride for Hope and its sponsorship opportunities, please visit www.ride4hope.com or call the TMH Foundation at 850-431-5389.

Psychologically Healthy Workplace *continued from page 2*

that blend electronic and classroom training and created an auditing system that provides real-time feedback to staff. Focusing on colleague health and wellness, TMH has a no-tobacco policy and offers free smoking cessation classes and other aids to help colleagues kick the habit. An occupational health clinic addresses hazards common to health care environments and its cafeteria offers a wellness menu. Additionally, TMH’s Employee Assistance Program has been instrumental in helping colleagues manage stress, cope with traumatic events and get referrals to professional help when needed. TMH helps colleagues balance multiple roles and responsibilities including those of parent, spouse, caregiver and health care professional. There are flexible work arrangements and access to educational resources. A childcare center, adult day program, nursing mothers’ room and chaplaincy program have been established at TMH to support work-life balance.

“Creating a psychologically healthy workplace takes a firm commitment in the best of times.” says David W. Ballard, PsyD, MBA, APA’s assistant executive director for marketing and business development. “Employers that maintain a strong commitment to colleague well-being even under difficult circumstances will have a distinct competitive advantage in their ability to attract and retain the very best staff. Tallahassee Memorial HealthCare’s workplace practices help create a work environment where both colleagues and the organization can thrive.”

Protocols for Philanthropy will return in the July-August issue of Tallahassee Magazine.



Paula S. Fortunas
President/CEO
TMH Foundation

Tallahassee Memorial is exceeding grateful to you – its community of donors and friends – for your generous charitable gifts that support the hospital’s life-saving work. Thank you for your expressions of confidence in *TMH Your Hospital for Life*.



G. Mark O'Bryant
President & CEO

Tallahassee Memorial HealthCare, Inc.



Paula S. Fortunas
President & CEO

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To Make a Secure Online Donation, please visit: www.tmhfoundation.org