



July/August 2006
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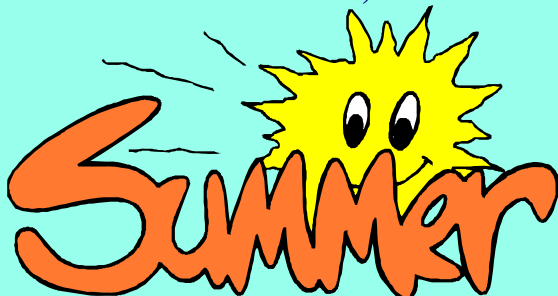
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SEPTEMBER 01, 2006



THE LIGHTHOUSE

**The official publication of the Maine Association
Medical Staff Services, published by and for the
MeAMSS membership**

President's Message

By Ron Lambert, CPCS

Well, I can honestly say, after three bull rides, one concussion and a Board meeting in "the County", the summer is off to a rip roarin' start. I am going to make this report to all of you short, as I've mentioned, it's summertime.

At our Board meeting in June we were up in the County, where the air is clean and the people are always willing to lend a hand and strike up a conversation. Thursday night (June 15) was spent having dinner with past Board members Lena McDougal and Joyce Allen. A fun evening was had by all. Some of the topics discussed at the Board meeting were disaster credentialing, our up coming election, and the uniform application.

But I want to remind you all that it is summertime, a time when the heat and humidity make us all move a little slower. It is a time to get out of the office, to kick back and have a mint julep or an ice tea and talk to our neighbor, splash in waves with our grandchildren, and eat hot dogs and corn on the cob with our family and friends. Because, at the end of the day, our regrets are never going to be that we should have stayed in the office a couple of more hours. So, take the time and have a great summer.

Happy Trails Everyone!
Your President, Ron

Upcoming Board Meetings
August 4, Waterville
October 13, Bangor



KUDOS KORNER!



**Congratulations to:
Rebecca West, Cary Medical Center. Becky was recently
Promoted to Medical Staff Services Manager!**

Please Join us in Welcoming the Following New Members!

**Jennifer Abbott, RHT, CCS - Quality & Compliance Specialist
Mount Desert Island Hospital, Bar Harbor, Maine**

**Dianna Baxter, Medical Staff Support Manager
Franklin Memorial Hospital, Farmington, Maine**

People on the Move

Kim Pelletier, CPMSM, CPCS, returned home early July for a three-week visit after her assignment at Baylor University. She is now in Dallas, probably until the end of the year. Kim can be reached through her email address.

Barbara Allen, Director of Medical Affairs and Executive Assistant to the President, Stephens Memorial Hospital, recently took the position of Director of Development and Community Relations. Currently, Barbara is “multi tasking” until a replacement can be found for her former position. We wish you well, Barbara. Stay in touch!

Message from Barbara Allen: “It is with mixed emotions that I move on since there are such great people to network with in the MEAMSS association. My biggest regret is that I didn’t have an opportunity to become more involved with MEAMSS and to serve on the Board. After 10 years, this was the year that I was going to commit to doing more, and then this opportunity came along. Lesson to be learned - don't put it off!! I encourage everyone to take the leap and get involved with MEAMSS. It is such a great organization!”

MESSAGE FROM THE MEMBERSHIP CHAIR

Nothing is ever what it seems, and I mean that in a positive way. I have seen leadership (the behavior) in itself and some individuals in a different light. I have served on the Board as Member-at-Large and most recently as Membership Chair. As Membership Chair I’ve brought the “Welcome” letter (initial membership and renewals) back to life in addition to creating a “coupon” for free registration to one of our quarterly education sessions (for new members), to be implemented in the new year. I’m sure you all are familiar with the phrase “other duties as assigned” and I believe that is a part of most job/position descriptions. As a member of the Board, you can be assured your “talents” may also be utilized in miscellaneous opportunities not related specifically to your position but as dictated by Board activities, goals and objectives. On a higher level, being on the Board of this Association is in itself an educating/growing experience and I would recommend it to everyone, and it is very possible “I will be back” some day. I am happy to speak with anyone who would like more details about this position, please call me at (207) 253-6339.

Sincerely,
Jamie Mark, CPCS

CONFERENCE REPORT

By MaryCarol Rumsey, CPMSM

Greetings Fellow Summer-Lovers!

I can't believe summer's finally here. I am finally truly happy. My definition of true happiness is no coat, no boots! If we could just get a few more days with no umbrellas too, I'd go right into ecstasy!

The MeAMSS two-day conference is behind us, and I hope you were able to join us. We had a wonderful time and learned a great deal. The facility, *Village By The Sea*, was a great place to be for two days, and I thank our President, Ron Lambert, for recommending it. All our speakers arrived on time and were well prepared. (These are the things that are important to the Education Chair!) We had 50 members and friends attending, our largest conference to date. We received donations from Mercy Hospital Medical Staff, Aroostook Medical Center, Maine Coast Memorial Hospital and Redington-Fairview Hospital, and sponsorship from the Maine Medical Association, Synernet and St. Joseph Hospital. These donations are so valuable for they allow us to attract quality speakers and provide for a comfortable setting for our conference.



We met some wonderful new friends like Kristen Magdelinic from Comprehensive Information Services, (CIS) who delivered an informative and enlightening discussion about resume fraud, background investigations and offered statistics on fraudulent practitioners, tips and solutions to fight this growing trend,

and Barbara Babkirk from Heart at Work. Barbara is a licensed clinical professional counselor and presenter on work-related issues. She has a wonderful blog that Claudia has been using to bring you tips to help you create and sustain work that is in balance with your life priorities, skills and interests.



The highlight of the conference was a presentation from our "favorite teacher" Cheryl Schilke on "Determining Practitioner Competency." She came prepared for a full college-level seminar but unfortunately, we didn't have THAT much time available that day. Cheryl has graciously agreed to pick up where she left off at the August education session at PenBay. That will give those of you unable to attend the conference in Wells a second chance to hear a true master!

We also renewed our friendship with Christina Giles. Christina reminded us of the importance of our jobs as the front-line risk managers. Many of you will recall that our Association won a speaker prize at the NAMSS 1999 conference and that turned out to be Christina who spoke at our conference in 2000.



Janet O'Hair, NAMSS Treasurer, attended our conference and brought us greetings from NAMSS. Janet presented your current Board and past Board members with a plaque recognizing our 10-year anniversary. I've seen Janet from afar at several of the NAMSS conferences over the years, but this was the first time I had the opportunity to meet her personally. She was absolutely delightful.



And, last but certainly not the least, I want to thank Claudia for the wonderful 10th Anniversary tribute she prepared for the conference. It's always a good idea to take the time to sit back and marvel at how much we have accomplished these past ten years. Our thanks, too, to Mary Gifford, who provided insight as to what it was like in the medical staff services field prior to the inception of MeAMSS.

We have come a long way, Baby!



This conference was my swan-song. It's all down hill from here! I am stepping aside from the Education chairmanship. My son, his wife and two little girls are moving in with us for this coming school year. I'm going to take the year to enjoy being a grammy. I hope you will continue to support the next chair. I have enjoyed serving on the Board and will miss it terribly, but I learned from Barbara Babkirk that true happiness isn't really no coat, no boots, its all the hugs and kisses at the end of the day! I'm going to take advantage of those and feed my soul. Thank you, my friends; I have enjoyed working with you.

MaryCarol



GOLDEN STAR AWARDED TO REBECCA WEST, CARY MEDICAL CENTER



The Golden Star Award was presented at the May conference rather than the MHA Summer Forum to take advantage of presenting it to a



larger MeAMSS audience. The Nomination Committee was pleased to announce that Becky West, Medical Staff Services Manager of Cary Medical Center, was the 2006 Golden Star Award recipient. On hand to present the award was Past President, Frederica Jackson, CMPSM, and President, Ron Lambert, CPCS. Freddie summarized the comments received from the membership and broke them down by category:

THE LEADER

Her contributions have been many.

Becky worked efficiently as a member of the 2005 Nominating Committee and subsequently was nominated to fill a vacant board position.

Since being appointed to fill a vacancy on the Board, Becky has made great efforts to attend almost every Board meeting, traveling great distances from her home in Aroostook County and usually having to stay overnight.

Becky is currently heading up the Maine Uniform Application Task Force, charged with reviewing and revising all of the Maine State credentialing applications – no small task.

She has expressed a desire to start a mentoring program.

THE VOLUNTEER

As a member of the Board, she is quick to volunteer for anything - from heading a task force to taking minutes in a pinch for a meeting.

Although Becky is rather new in her position, she has stepped up to the plate in our organization at a time when we have had a decrease in the number of members willing to run for office or work on committees.

As a member of our board, she has volunteered to take on projects to not only assist the membership but to further her own understanding of the board and the credentialing field in general.

She has volunteered her time willingly and agreed to take photos for the May conference.

HER POSITIVE ATTITUDE/DEMEANOR

I have been very impressed with Becky's positive attitude and her willingness to help the Board in any way she can.

She has taken on the role with grace and has been eager to meet the challenge

Becky is extremely thoughtful and always adds a sensible perspective in Board and Association discussions

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Golden Star Award Continued

She has been a great addition not only offering support to the board as well as membership, but shows true concern about sometimes difficult issues as taking seriously her role as a board member.

She has been a wonderful representative for new members, appreciating how intimidating it can be to be the new person.

Becky has a deep commitment to new members in the field and will continue, I'm sure, to do an outstanding job.

She gets the job done, is professional and her willingness to participate and share her thoughts and ideas has helped the MeAMSS board to move forward in achieving its goals.

THE INSPIRATION

I hope to see Becky in a leadership role within MeAMSS for many years to come.

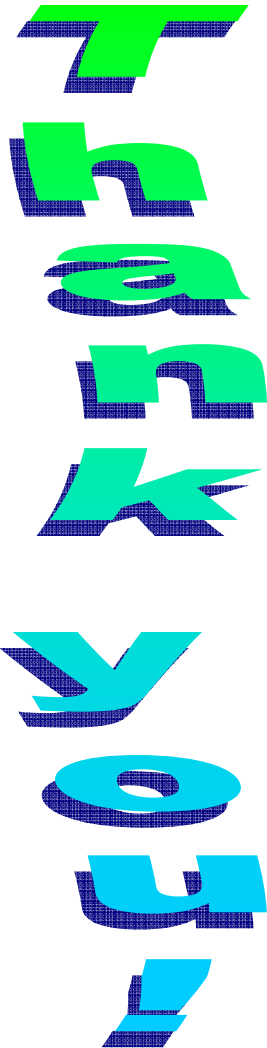
We need more people like her to keep our organization vital.

Her involvement with the organization is an inspiration to all members.

I see great potential and a future leader in her attitude and abilities.



Congratulations, Becky!



I would like to thank the MeAMSS Association, MeAMSS Board, and I would like to especially thank Kim Pelletier. I have recently achieved some wonderful successes, which I have achieved through my experiences with MeAMSS.

I was honored when I received the MeAMSS 2006 Golden Star Award, which my hospital recognized and is sending me and my husband for a weekend getaway in Bar Harbor. One of my other successes is I was recently promoted to Medical Staff Services Manager. I was a one-person office and my title was Medical Staff Coordinator. I now have a part-time employee who works 20 hours a week and reports to me.

I achieved these successes because of my experiences with MeAMSS. I joined MeAMSS at the end of the year in 2003. I attended most of the education sessions; however, I didn't really know anyone. My shyness came out and I generally kept to myself, fearing that I was the only one there they didn't know everyone and the only one who had a hundred questions at the end of the session. I can remember it like it was yesterday... I was sitting in my seat minding my own business during a MeAMSS business meeting when Kim announced that she was forming a nominating committee. I couldn't believe it, she actually called my name. I was shocked that she actually knew my name and even more shocked that she called on me to be a part of this project. I believe that is the exact moment I was pulled out of my shell.

Since that day I have become more and more involved in MeAMSS and I have enjoyed every moment of it. I have had the opportunity to learn and grow professionally and personally by working with the other members of the MeAMSS board and the association.

Becky West

HOW TO BE AN EFFECTIVE SPEAKER

In today's environment, we all have limited time to complete an enormous number of tasks, both professionally and personally. As a result, we find ourselves more impatient with people and say "get to the point". I confess that I fall into the pitfalls of verbosity, due to not organizing my thoughts. I also have this self-consciousness about my speech articulation. But, it's never too late to learn. I came across the following information from *Business Week Online, Lessons in Leadership*, written by Carmine Gallo, a corporate presentation coach and author of the book, 10 Simple Secrets of the World's Greatest Business Communicators. I hope to be able to incorporate many of these ideas.

"Former GE Chief Executive, Jack Welch demanded concise and simple responses from his managers. He asked them to prepare one-page answers to strategic questions. Keep it simple.

Research shows that after 15-20 minutes our attention drops dramatically. John F. Kennedy's inaugural speech was purposely scripted for 15 minutes. President Reagan gave strict instructions to his speechwriters to avoid talks of more than 15 minutes in length. He understood the need for brevity."

We all could benefit from the following tips

"Pitches: If you only had 30 seconds to grab someone's attention, what would you say? This is known as an elevator pitch. Think of it as a commercial – for your product, company, service, or yourself! It forces you to key in on the most important elements of your message. Here's a hint to help you get started – **listeners want to know three things – what you do, how you're different, and why they should care.**

E-mail: Nobody can tell you what the ideal length of an e-mail should be. But like all great speakers, make sure you edit for brevity. I saw the edits JFK made on his inaugural speech before the final draft – he crossed out a ton of lines to make the speech shorter. Here's a simple gut check: **If you have to scroll down to a second page of e-mail text, it had better be an appropriate length for the conversation. Nobody wants to waste their time with ramblings.**

Phone Conversations: **If you think you might reach someone's message machine, prepare a 30-second script.** Again, no hard and fast rules, but if you leave a message that's longer than 30 seconds, most busy professionals will either be annoyed or delete the message before the end. I have said this before, **but if you're pitching a new prospect, give them your phone number twice – once at the beginning and once at the end of the message.**

Presentations: Again, most people have an attention span that falls off dramatically after 15 to 20 minutes. We're just wired that way. Go figure. With that in mind, keep your presentations and talks to that timeframe unless, of course, your presentation requires more time, such as a half-day course on a particular subject. **But when that's the case, keep the 20-minute rule in mind and break the presentation into 20-minute blocks with different topics, exercises, demonstrations, or even breaks."**

The take home message espoused by Mr. Gallo is to organize what you are going to say, don't rely on notes and make eye contact with your audience. The number one cause for a speaker's failure to convey his/her message is failure to make eye contact. The next time you are going to meet with someone whether it's your supervisor or a future client, remember to jot down the important points you want to convey and study them. At time of your meeting, keep your message simple (lose the notes if possible) and make eye contact.

Submitted by Claudia Edwards, CPMSM

QUESTION SUBMITTED TO JCAHO by Kim Pelletier, CPMSM, CPCS

"It is my understanding that a hospital can authorize a sub-committee of the Board of Trustees (i.e. the Board's Executive Committee or equivalent) to act on credential applications and then report their actions during the next full Board of Trustees meetings. I have used this in previous facilities in order to facilitate the process at times when the full board does not meeting for quite some time. Currently, this hospital has four or more weeks from Credentials Committee to the Board meeting and I am recommending the sub-committee of the Board be able to do so, which would shorten that time by a week or more. However, someone here believes that JCAHO requires only the Board make these decisions. Thank you for your help in clarifying this issue."

JCAHO RESPONSE: "You are correct. Please see standard MS.4.30 which is totally about expediting the board approval. - John Herringer, Associate Director"

CONFERENCE PHOTOGRAPHS

All pictures contained in this newsletter are courtesy of Kandi Thiel and Becky West



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Photos Continued:



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Past-President

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Secretary

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Member –at-Large

Rebecca West
bwest@carymed.org

Upcoming Education Sessions

August 18, 2006*

Penobscot Bay Medical Center
Rockport, ME

November 3, 2006*

St. Joseph Hospital, Bangor, ME

**We're on the Web!
Check us out!
meamss.org**

HELPFUL WEBSITES

- jcaho.org
- namss.org
- docboard.org
- msleader.com
- msspnextus.com
- qualityforum.org
- credentialinfo.com

- www.npdb-hipdb.com/npdb/html/00010_frameset.htm
- www.npdb-hipdb.com/hipdb/html/00010_frameset.htm

(The last two are interactive quiz sites)

Editor's Note

Anyone who submits an article or tidbit that is published in the newsletter will have his/her name included in the drawing at the November meeting for a free 2007 MeAMSS membership.

Contributors to Date

- Joyce Allen, CPMSM
- Claudia Edwards, CPMSM
- Mary Gifford, CPMSM
- Debra Hall, CPCS
- Frederica Jackson, CPMSM
- Ron Lambert, CPCS
- Jamie Mark, CPCS
- Patricia O'Connor, MS
- Kim Pelletier, CPMSM, CPCS
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- Rebecca West