

Copy by Amy@AveryWrites.com
Sentara Health System
PowerPoint slide deck and notes
for National Professional Conference:
ACHE

Physicians and the Electronic Health Record
What if we build it,
and
they don't come?

HIMSS Annual Conference:
Transforming Healthcare through I.T.

Learning Objectives

or

Why are you here today?

- Identify common barriers to implementing an electronic medical record (EMR)
- Identify specific barriers to physician adoption
- Learn how to avoid catastrophic failure

Sentara
Healthcare:
An Overview

The EMR Today

- Environmental Variables
- Organizational Variables

8 Steps to Change Management

1. Create a sense of urgency.
2. Form a powerful guiding coalition.
3. Create a vision.
4. Communicate the vision.
5. Empower others to act.
6. Create short-term wins.
7. Consolidate improvements.
8. Institutionalize what works.

What is eCare? Sentara eCare Health Network

- Technology
 - EPIC Systems Electronic Medical Record (EMR)
 - Document Scanning & Management
 - Medication Barcodes & Scanner
 - Device Integration
- Processes
 - Planned redesign of 18 major processes
 - Finding new ones that need improvement!

What is the business case?
Total Cost of Ownership & Benefits

Common Barriers To Adoption
(And how to get over them)

Develop a focused approach to:

- 1st: Implement
- 2nd: Stabilize
- 3rd: Optimize

Change Management is key

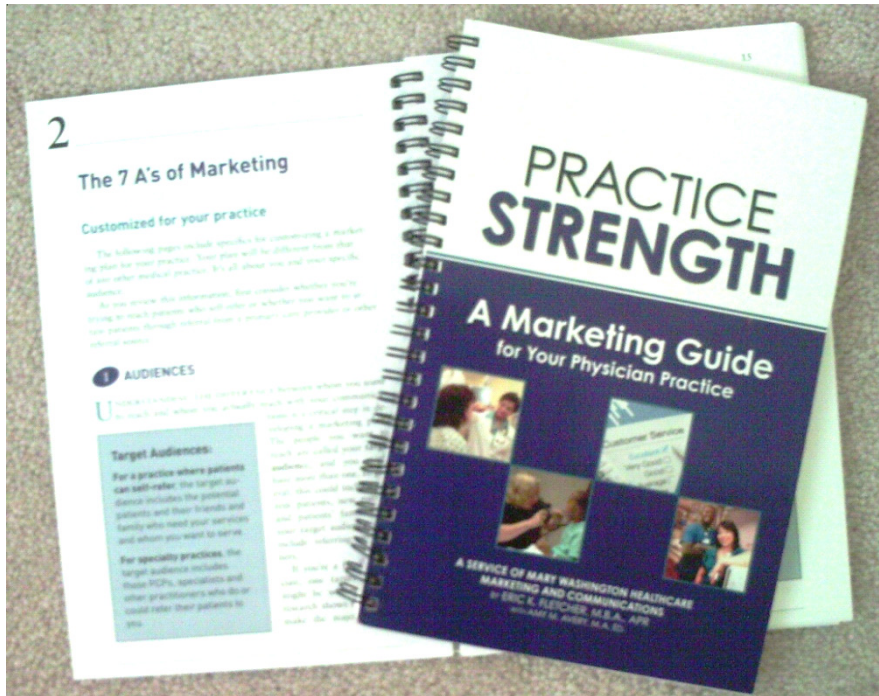
- It's NOT about the Technology
- Attitude Not Aptitude
- Transparency
- Control / Influence
- Strong Communication
- Circles of Influence
- Be Patient
- Embrace the Skeptics / Manage the Disruptive
- There is no Perfection

WII FM

(What's In It For Me?)



(design by client)



Marketing book and workbook for non-marketing professionals

- ◆ Client contracted me to write and also contribute to this book using his initial ideas and research.
- ◆ Working remotely, I created the outline, served as a sounding board, and wrote entire document.
- ◆ Consistent with adult learning techniques, I also included worksheets and design ideas.

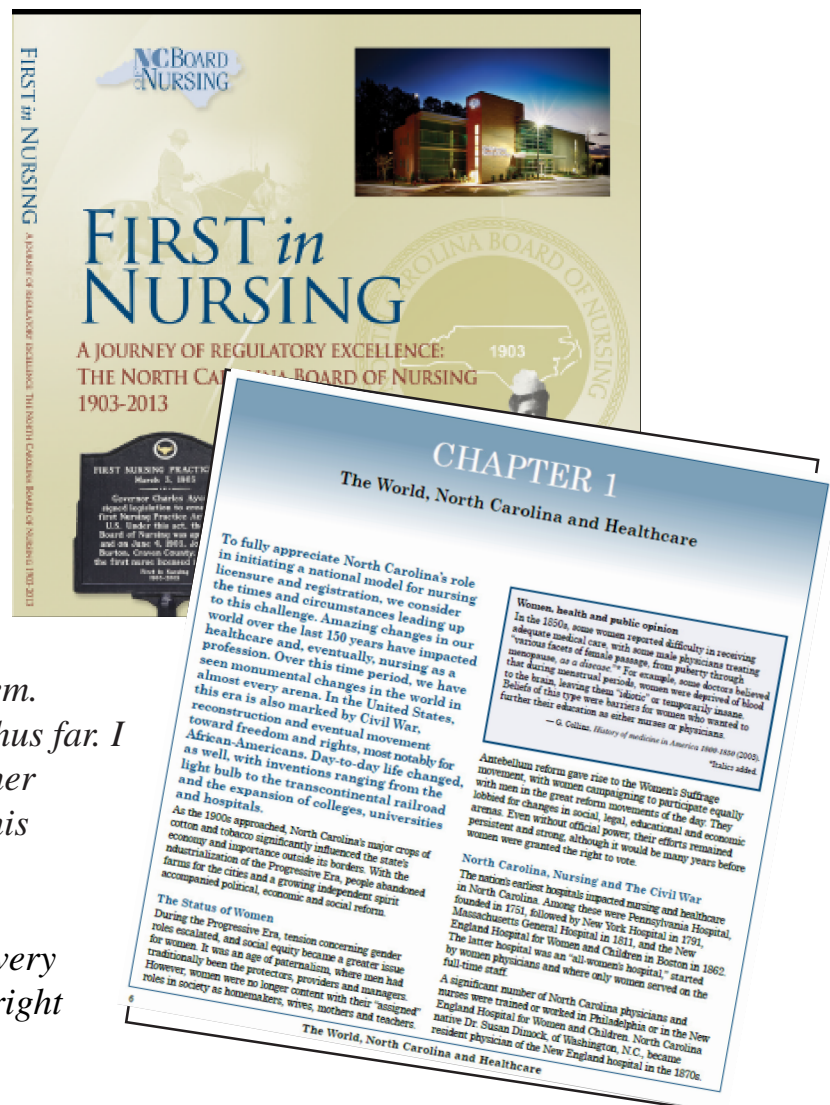
The published book also resulted in our doing a national webinar for a professional association.

Extensive editing and rewriting: 100-page commemorative book for a non-profit association

Though I was originally contracted to simply proofread the document, my suggestion that it read more like a coffee-table book (vs. the highly academic style of the draft) hit home. So the association halted production in order for me to extensively edit and reorganize the book.

Additional services: worked remotely with designers and photographers to communicate ideas about artwork, call-outs, photos, etc. to make the book more readable.

Client feedback: *"You WOWed them. Many, many thanks for your work thus far. I beg you to put off skydiving and other extreme sports — we need you on this project. Once again — great job. Our staff and design team were all very impressed! ;) I knew you were the right person for the job!"*



Copy by Amy@AveryWrites.com
Education Classes for national association
Audience: Members

For over five years, a national organization relied on me to write dozens of classes for their members. Materials were then distributed nationally to trainers/educators.

Scope of work:

- ◆ **Full Scripts for 1- and 3-hour classes**
- ◆ **PowerPoint slide copy**
- ◆ **Handouts**

Assignment for each included:

Interview subject matter experts.

Perform secondary research to support/confirm points and provide background material for trainer.

Write engaging, interactive lesson plans.

Write clear, compelling copy for PowerPoint slides.

Incorporate games, videos that are in the public domain, and other adult-learning tools and techniques.

Document resources for members to later access for independent learning.



Consumer and Trainer Comments:

“Class content, particularly for the recent class I taught, were on target with what the members wanted.”

“Videos [which came from the public domain and so were free] were great content-wise.”

“Members loved using the handouts.”

“Each class discussed the latest, cutting-edge research, which members loved hearing about.”

“Members liked the short activities (true-false quizzes, ranking exercise).”

Monthly Small-Business Column, statewide (excerpt)
North Carolina Magazine, “Need more staff?”

Q: “My company’s workload is increasing, and I’m ready to get more help. I know from experience that hiring someone takes time, and I’m already busy. How can I get the right applicants—fast?”

A. Sounds like you’re getting the New Year off to an exciting start. Your focus on getting the “right” person will pay off. According to research on employee turnover, hiring the wrong person can cost you between 50 and 200 percent of the position’s salary, if you include costs like advertising and training. Those add up to big bucks for small business.

Consider the issues below before you spend the first penny on a classified advertisement, and you might find that you don’t need an ad at all.

The right stuff. Even if a staffing company helps with your search, take the lead in the process by defining clearly what you need. First, list exactly what the new employee will do. If you have other employees, consider whether this is a good time to expand their responsibilities or shift them to the new hire. Also list the skills, experience, education and training the ideal employee would have. Make note of related evidence you would need—resume, work sample, references, licenses, etc.—to evaluate each candidate.

Outsourced, temp-to-perm, part-time, full-time? Consider up front all of the hiring options to find the balance between your needs and those of the applicants. For example, the type of employee you need might only be attracted to full-time work, might be available only through outsourcing, or could be scarce enough to require the expertise of a staffing agency. Understanding the job and your market with this in mind can speed up the hiring process.

Spread the word. Classified advertisements can be a key to quick recruitment. But many

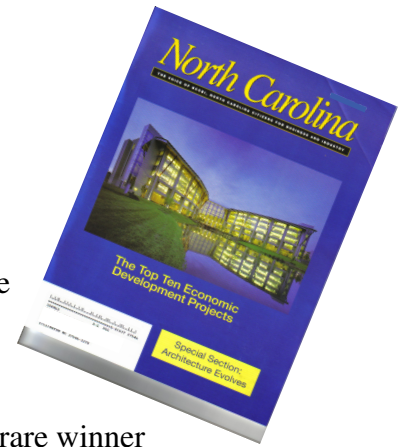
business owners have learned that this method can also bring in so many applications that the rare winner among them gets buried, almost literally. If you advertise this way, spend the extra money for a detailed ad. It could save you time by attracting fewer, but more qualified candidates.

For small companies especially, your candidates will usually come from local sources. So let your own employees, business associates, contractors and customers know what you’re looking for. Make a phone call to faculty at area trade schools, colleges and universities. Use your networks at professional and civic groups.

Almost every week, professional associations send me lists of job openings in my field. You can post your job on similar, highly-targeted lists. Here in North Carolina, the state chapter of the Association of Executives, a professional group of representatives from various trade and industry associations, can direct you to local and national organizations that reach the people with the skills you need. Contact Jim Thompson, jim@aencnet.org, 919-821-1648.

Make contact. Once you’ve narrowed down applicants to the best and brightest, it’s time to make contact. Phone interviews are great time-savers for initial conversations, and they allow you to spend valuable one-on-one time with only the top candidates. Many books and websites can get you started with interview questions, plus provide reminders about the “do’s and don’ts” of interviewing.

Filling a new position, like beginning a New Year, gives you a chance to bring into your company fresh energy and new perspectives. Good luck!



Webpage for County/Military Cooperative Site

www.bractrf.com/county_pages/harnett.html

Audience:

military, civil servants relocating to the state



If you're reporting to Ft. Bragg, Harnett County has great reports for you.

We're right next door, and we're the 8th fastest-growing county in the state!

We welcome you to settle here, where you'll find a **diverse civilian community** with a **hometown feel**, plus gateways to great:

- Education
- Recreation
- Entertainment
- Healthcare

Great Location for Work, for Play.

Ft. Bragg (in Cumberland County) borders Harnett County to the southwest. Fayetteville, N.C., is only 30 miles from the center of the county. World-renowned Research Triangle Park—Raleigh, Durham and Chapel Hill—are only 30-40 miles up the highway. To get your bearings, [click here](#) for area maps.

Great Jobs. For family members who work off-base, or when you retire:

[Our local industries](#) and [largest employers](#) want to meet you.

[Jobs with the State of North Carolina](#) are abundant in the nearby state capital of Raleigh and within higher education. In addition, many local folks commute to jobs at world-class corporations such as SAS, IBM, GlaxoSmithKline and more.

Affordable homes. A variety of options are available in Harnett County.

- Golfing, horse-friendly and gated communities, including
 - [Anderson Creek Club](#) and
 - [Keith Hills, at Campbell University](#).
- Neighborhoods with lot sizes of one-half to 20 acres, or homes and lots out in the countryside.
- Historic downtown homes in any of our towns.
- Close-knit neighborhoods with both military and non-military homeowners.

Family-friendly communities. Though it's an easy drive to two large urban areas, you can enjoy the benefits of [Harnett County's neighborly communities](#).

Great healthcare. Complementing the nearby V.A. Medical Center and services at Ft. Bragg, our [local hospital, Betsy Johnson Regional](#), is an authorized TriCare provider and boasts all-new private patient rooms and like-new facilities for outpatient care. Other major healthcare systems include the medical research hospitals of Duke in Durham, N.C., and UNC-Chapel Hill.

Excellent education: You and your family will find top-notch [public K-12 schools](#) as well as [Private Schools](#). For education, re-education or re-training, 13 colleges and universities are within an hour's drive. We're also home to two campuses of [Central Carolina Community College](#), and [Campbell University](#), the second largest private university in N.C. Just up the street are other world-class universities:

- The Tarheels of the University of North Carolina at Chapel Hill
- The Wolfpack of N.C. State University in Raleigh
- The Blue Devils of Duke University in Durham

We hope your relocation to Ft. Bragg is smooth, quick and easy.

Settle in Harnett County to make sure the rest of your stay—and even your retirement—are smooth as well.

Long-term incentives for key executives

A benefit for all healthcare stakeholders

When designing executive pay plans for key leadership positions, non-profit hospitals today must consider much more than base salary and annual incentives. Top-performing hospitals create total compensation packages that build in long-term incentive measures, measures which, compared to other forms of compensation alone, offer far greater value both to key executives and to the organization.

For any healthcare organization, such plans should at least withstand regulatory scrutiny while they incent and retain leaders. In optimal circumstances, they can engender even greater benefits to the organization and to the patients it serves by focusing executives' energies on key projects that advance the hospital's mission. Such a focus is increasingly important as industry challenges grow more and more complex.

Executives and their compensation

According to Hay Group's 2011 Healthcare Compensation Study, incentive plans in 2011 reflect the healthcare industry's increased focus on long-term improvement. For instance, while integrated health system (IHS) CEOs' median rate of increase to base salary has grown by 1.5 percentage points in 2011, the rate of change for median total cash has dropped 2.3 percentage points. This appears to be due to a decline in the emphasis of annual incentive plans. In fact, the prevalence of annual incentive plans for not-for-profit IHS has dropped 10 percent since 2007, when a high of 89 percent of systems offered these plans. Today, only 79 percent of not-for-profit IHS offer one-year plans – the lowest in at least six years. At the same time, the popularity of long-term incentive plans (LTIs) has increased dramatically from 2006 when only 14 percent of IHS offered LTIs to senior executives; 25 percent of IHS offered these plans in 2011.

During this same period, government regulations, budgeting, physician relations, etc. have all become more complex. These complexities circle back to the organization, putting greater demands on them to attract and retain skilled, experienced leadership.

Long-term incentives (LTIs) have become an important way to address these challenges. First, these incentives allow a board to reward certain executives—those who have the position and ability to become change agents—for performance without increasing base salaries or annual incentives. For the executives, meeting LTI goals allows them to demonstrate their competencies in a more definitive way than a raise to base salary or annual incentive could reflect. More important, perhaps, long-term incentives focus

executives' efforts on addressing complex challenges that can be addressed only with substantial time. This gives them the flexibility, over a period of three or more years, for example, to make sustained progress on issues that are important to the hospital's mission.

Annual incentives are not enough

The presence of LTI plans can enable not-for-profit organizations greater equity gains overall, compared to those that merely rely on base salary annual incentives as executive compensation pillars. However, only a quarter of integrated health systems have long-term incentive programs, according to Hay Group's 2011 Integrated Health Systems Compensation Survey, so there are many providers that have yet to realize the true benefits of these structures and the positive shifts that can occur in leadership focus. For example, executives charged with budget cuts might opt to keep a nursing unit closed during high-volume flu season, though the community would be better served by more inpatient beds. A CEO charged to focus primarily on annual operational budget goals might do so at the expense of making long-term investments to meet future market demands.

In contrast, the highest performing healthcare organizations reach for big-picture goals – goals that direct quality and efficiency improvements throughout the entire organization. Execution on the goals can often take longer than a 12-month window. Building an effective LTI structure to meet these goals is a form of risk management; it ensures that each party remains focused on progress while financial reward obligations are budgeted over many years and not awarded prematurely.

Well-designed long-term incentives for key executives can become the drivers for performance excellence for the entire organization. So, in an industry where both stakeholder expectations and government regulations continue to shift towards a value-based model of care, the financial viability of a healthcare organization might actually rest, in part, on well-structured long-term incentives. It's balance and thoughtful linkages that will lead to the best possible progress in areas that matter to leaders, the organization and the community to which they serve. Organizations should:

- Set both measurable short- and long-term goals.
- Link the system's quality goals with its operation and financial goals.
- Embed system-wide goals into individual hospital leaders' goals.
- Link bonuses to performance targets in the system's key strategic areas.

[article continues, with topics including:]

What do long-term incentives look like?

Linking finance and quality

and greater details about the subject matter

A staggering 110,000 children are injured by poisonings each year in the 52-country European Region (1). In almost all poisonings involving medications, the packaging itself could offer children protection (2). . . .

Decades of experience in some European countries and the U.S. demonstrate that child-resistant (CR) packaging can make these products safer for children worldwide. For example, since the onset of strict U.S. packaging laws in 1974, an estimated 460 deaths of children under age 5 have been avoided due to CR packaging of oral prescription drugs (4). . . .

European children have been at risk, as well. In 2002, noting that 180 children aged 1 to 4 years old were hospitalised yearly because of iron overdose, the Health Minister of the United Kingdom called for and implemented new safeguards for packaging of iron as well as aspirin and paracetamol. In the Netherlands, CR packaging, including blister packs, led to a reduction in poison-related hospitalisations for children five years old and under (7). . . .

More drugs in the home, more potential for harm

Historically in Europe and the U.S., most drug poisonings occur in the home. All drugs are a risk, but pediatric medications are an obvious starting point for CR packaging.

First, they can present an “attractive nuisance.” Chewable medicines and others with colourings, flavors, sweeteners and other taste-masking agents are attractive to children.

Second, pediatric medications are entering the marketplace—and homes—at an explosive rate. Manufacturers performed more studies on pediatric medications during one recent five-year period than in the prior 30 years combined (9). . . .

Adult strength equals child danger

. . . By one estimate, 80 percent of the drugs prescribed for children are “off label,” and have not been tested or approved for children (12). With these medications, the line between “therapeutic” and “overdose” is not defined, and so their presence in the home makes CR packaging even more important. . . .

Resistance to child-resistance

The sheer number of languages and governments that must agree on broad European CR packaging

guidelines has to date stymied child-safety advocates pushing for international standards. And some manufacturers themselves have resisted CR packaging,

for several reasons. They say, correctly, that consumers with strength and dexterity problems simply cannot open some CR packaging. . . . One U.S. study showed that over a third of children poisoned by the prescription drugs had ingested the medications of their grandparents (13). As recently as 2003, 25 percent (3,766) of the calls to U.S. poison centers about beta-blockers involved children under age 6 (14).

Drug manufacturers in Europe, benefiting from such U.S. experiences, have proposed international packaging standards that include detailed requirements for testing by diverse populations, including children and senior citizens. . . . Effective CR packaging could simply involve “cognitive barriers,” such as requiring an unusual fold or action that a child cannot accomplish but that an adult can. . . .

Learning from experience

European manufacturers do not have to reinvent the proverbial wheel, or the blister pack, in order to embrace the medical, social, financial and marketing benefits of CR packaging for their diverse European markets. . . .

“Child-safe, senior friendly” has become a mantra of U.S. pharmaceutical packagers. They offer options that they believe would be well received by both the pharmaceutical manufacturers and consumers in Europe. For example, wallet packaging is available as a portable, senior-friendly package with a high child-safety rating. Like other packaging platforms that marry the unit-dose inner card to the outer package, this packaging not only keeps important drug information close at hand, but also provides excellent pharmaceutical marketing and branding opportunities.

Bottom-line decisions

Child-resistant packaging is about the bottom line, but that bottom line is not necessarily a formula of hard and fast expense and profit figures. . . .

There are clear challenges ahead for the industry in addressing public safety concerns. But for those rising to meet those challenges—working with the right partners and without regulatory pressure—the rewards for all are likely to be better, safer and more profitable medicines.



Working Title: Multi-layered strategies keep rural university connected

Now in its 20th year, the School of Pharmacy at Campbell University employs multiple strategies to transition their graduates into jobs in both high-tech industries and community-based businesses. Their efforts are working, and have made the private university, based on a bucolic campus in rural Harnett County, both a player in the local economy and a teammate of national companies.

“We have companies approaching us to set up internships and joint research programs,” said Dr. Mark Moore, Director of Admissions for the School.

One strategy to encourage such relationships is creation of a curriculum that spans from traditional bachelor’s degrees to innovative doctoral degrees. Boasting an unusual breadth, Campbell’s so-called “dual degree” programs marry the pharmacy doctorate with a master’s in either business or clinical research.

This unique model as well as other benefits came about directly from partnerships with industry, officials said.

“These relationships are very important,” said Dr. Ronald W. Maddox, Dean of the School of Pharmacy. “They provide opportunities for our faculty to teach professionals in settings such as medical centers, and also provide students with real-world learning that they can take to the job upon graduation.”

Partnering with the Campbell pharmacy school is a surprisingly diverse group of professionals who create internships, serve as adjunct faculty, and offer input on new programs of study. These partners include representatives from pharma, biotech, research and government organizations, as well as medical centers, insurance companies, local school systems, and other universities nationwide. Even grocers have lined up to help.

“Harris Teeter gave \$200,000 towards the new pharmacy school building on the Harnett County campus,” Dr. Maddox said. The chain offers students

internship opportunities in its 60 stores with pharmacy departments.

Another partner, the Harnett County Economic Development Commission (EDC) has in turn raised the university’s visibility in the RTP area and with firms nationally.

“Campbell is a great resource for developing a life sciences cluster in Harnett County,” said Lee Anne Nance, Director of the county’s EDC. “They greatly enhance our ability to recruit biotech and pharmaceutical industries.”

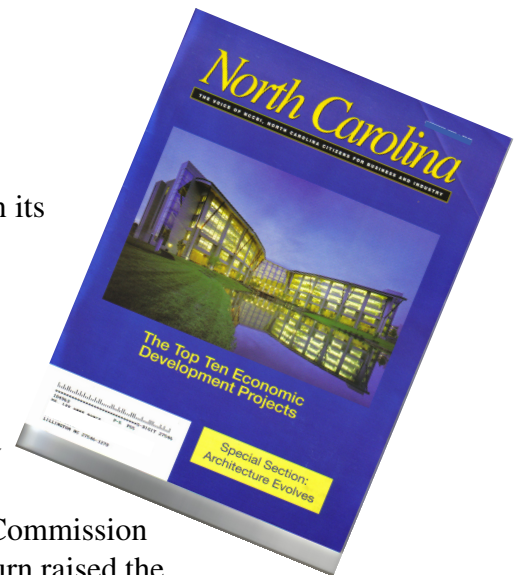
Campbell University’s campus in Research Triangle Park also certainly increases its access to these industries. The university provides on-site classes there in a number of disciplines, linking directly to the main campus via a privately-funded fiber-optic cable system.

“We’ve committed quite a bit of resources to embrace the technology that allows us to offer courses where students need them,” said Moore.

“We’re focused 10 years out in our planning,” he added, explaining the School of Pharmacy’s motivations to invest in broadening the curriculum, exploring creative partnerships and adopting these new technologies.

These strategies are working. Today, 20 students apply for every seat at the pharmacy school; 99 percent of graduates pass both the state and national pharmacy boards; and 80 percent of recruiting employers rank graduates as “above average” and “excellent.”

North Carolina benefits from the brain trust, too, with 70 percent of graduates remaining in-state for work, at places like the corner drug store and at pharmacological research and manufacturing facilities throughout the state.



Copy by Amy@AveryWrites.com

Daily e-newsletter (contract work,
6 months)

Audience: employees of Blue
Cross Blue Shield

*The Challenge:
Communicate policy without
relaying a “slap on the
hand” tone*

**If your computer
sometimes seems
sluggish, it's probably not
because of the heat**

If you're sending or receiving e-mails with personal pictures, audio and video attachments, you might be contributing to company-wide computer system outages and slowdowns. That affects you and everyone else. Read more to find out about new company procedures that will keep things running smoothly.

What do you do when you receive an e-mail with attachments of pictures of your friend's adorable baby or a copy of a new music release from your favorite singer? Do you immediately forward it on to 10 of your closest friends? These types of files take up a significant portion of the Company's e-mail storage capacity. By sending them, you're clogging the Company's Groupwise e-mail system and might be keeping coworkers from doing their jobs efficiently.

To address the problem, a new procedure will alert employees and their managers when this bandwidth overuse problem occurs. We're now sending notices to any employees (and their managers) who log excessive personal use of the company e-mail system.

Why is excessive personal e-mail a problem?

When you forward personal e-mail to a number of people, a copy of that message has to be stored in several places on our computer network. This lessens the ability of the entire network to serve BCBSNC employees and members, especially when large attachments such as photographs, video or music clips are involved. These messages can also cause Groupwise to run slowly and crash.

Both the Code of Conduct ([Responsible Use of BCBSNC Assets](#)) and Human Resource's (HR's) [Electronic Communications Policy](#) state that Company assets must be used for valid corporate

purposes only, with the exception of occasional and reasonable personal e-mail and Internet usage.

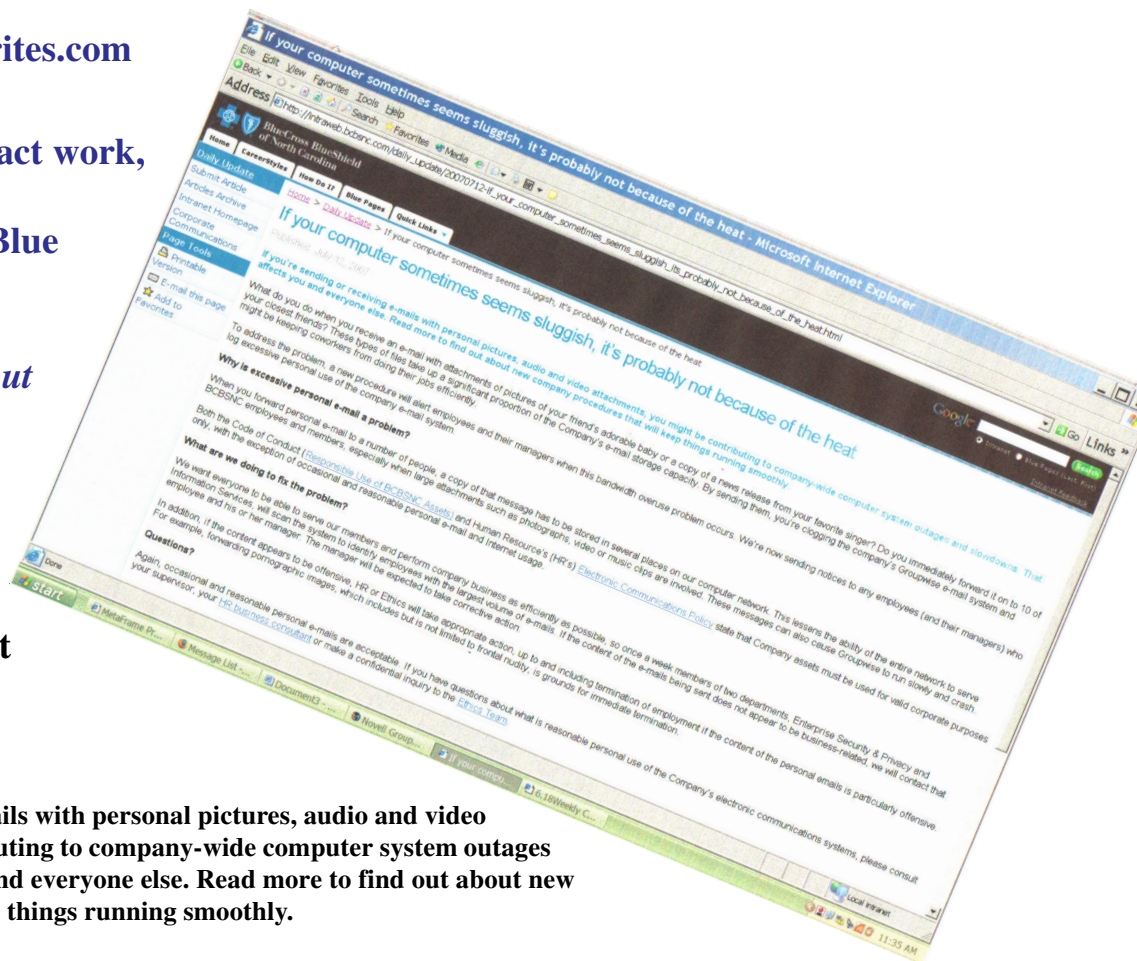
What are we doing to fix the problem?

We want everyone to be able to serve our members and perform company business as efficiently as possible, so once a week members of two departments, Enterprise Security & Privacy and Information Services, will scan the system to identify employees with the largest volume of e-mails. If the content of the e-mails being sent does not appear to be business-related, we will contact that employee and his or her manager. The manager will be expected to take corrective action.

In addition, if the content appears to be offensive, HR or Ethics will take appropriate action, up to and including termination of employment if the content of the personal emails is particularly offensive.

Questions?

Again, occasional and reasonable personal e-mails are acceptable. If you have questions about what is reasonable personal use of the Company's electronic communications systems, please consult your supervisor, your [HR business consultant](#) or make a confidential inquiry to the [Ethics Team](#).



Copy by Amy@AveryWrites.com

Web site for a children's hospital (Geisinger)

Approx. 200 Web pages and thousands of links

B2Consumer: www.geisinger.org/services/jwch/index.html

and B2kids: www.geisinger.org/services/jwch/for_kids/index.html

[Landing page:]

Every child is special.

For the full range of your child's care—from before birth and up to adulthood—we offer an extraordinary devotion to children. And an extraordinary range of expert medical care.

Our physicians bring expertise in over 40 children's specialties and subspecialties. Our staff devote their time and training to advancements in care for the most fragile of infants and for the toughest of teens. And from bright decorations to child-sized equipment, we've designed our hospital around your child's needs.

Medical expertise. Advanced treatments. Extraordinary dedication. We bring all this into your community and throughout central and northeastern Pennsylvania. Welcome to The Children's Hospital.

[Sample specialty page:]

Nephrology

Enjoy dry clothes and carefree sleepovers.

Kidney stones and bedwetting need not be a part of your child's daily life. We work with pediatricians and other specialists across Pennsylvania to help children put those experiences in the past. Our goal, like yours, is to help your child to replace the real discomforts of kidney conditions with pleasant times—with simple joys like a carefree sleepover with friends.

Leading your child's team is a pediatric nephrologist. This is a physician focused on children with conditions of the kidneys and urinary system. We work with hundreds of children every year to get kidney disorders under control.

From bedwetting to care before or after a kidney transplant, our entire staff offers expertise in evaluation and treatment of a range of disorders. >more



[sample children's website page]

Just for Kids!

When you're in the hospital, we do everything with you — a kid — in mind. Every person you see is here to help you get better. We make sure that you have everything you need. We even have some things you don't need, just because they're fun!

If you're under age 12 or so, explore this website. Like our children's hospital, it's made just for you.

Check out the boxes below for more information about your room, visitors, meals, and more. You can even watch a video about a boy who came here for an operation. >more



Copy by Amy@AveryWrites.com

B2B website (technical communications
service provider)
Corporate branding & website launch

“Overview” page:

TURNKEY SOLUTIONS. EXPERIENCED STAFF. 24/7 SUPPORT.

Incident Communication Solutions (ICS) provides military personnel, first responders and other public safety officials with customized, mobile communications in the field.

Take the power of Incident Communication Solutions with you. Talk to your Central Command quickly and with confidence. See evolving situations with clear, real-time video. Analyze data from remote locations.

OUR INNOVATIONS START WITH YOU.

Working alongside you, we identify challenges and develop solutions to give you the tactical advantage.

MULTIPLE SITES, MULTIPLE AGENCIES, MULTIPLE INCIDENTS.

ICS creates networked communications so you can share high quality audio, video and data among multiple agencies working the same incident. Rely on our experience, expertise, equipment and software for your customized communications solutions. **MORE**

ICS IS YOUR TACTICAL ADVANTAGE.

ICS communication solutions work within existing CONOPS (concept of operations). Our experienced team assists you in rapidly establishing essential command presence, resource control, critical situational awareness, response and mitigation at the incident scene. Actionable information streams directly to command decision-makers, within your NIMS and ICS structures.

CONTACT US to learn how our experience, expertise, equipment and software can help you to manage your next incident.



Copy by Amy@AveryWrites.com

E-mail blast

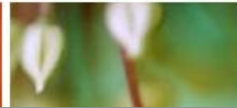
To professional audience

*The Triangle Chapter of the
American Marketing Association*

Join

Connect

Grow



AMA March Luncheon:

Google presents

“Connecting to the Digitally Empowered Consumer”

Remember Maslow from Psych 101? Well, turns out he’s as relevant in cyberspace as he is in the real world. Not sure how? Then join colleagues at the March meeting of the Triangle AMA, with Google’s Tom Lowry, our guest speaker.

With one billion people online today, simply finding your market in cyberspace is no small challenge. As Google’s Regional Technology Manager, Tom offers us a practical guide to the variety of new technology products we can use to engage our markets. He’ll also help us slice out bigger pieces of the marketing pie by providing an overview of:

- macro environmental factors that affect where and how your markets use the internet,
- what factors drive your cyber-market to you and
- what you can do to encourage this market to seek out—and partake of—your products and services.

We’ll see you there!

[Time/Date/Registration]

News & Observer,
The (Raleigh, NC)
Author: **Amy M. Avery**

Column: Point of View
“Healing rural medicine”

Winner of 3 Writing Awards:
Silver Quill Top Honors, International
Assoc. of Business Communicators
Best in Division for P.R. Writing and
First Place for Opinion Pieces from
Raleigh (N.C. USA) Public Relations Society

Article Text:

ANGIER — Picture this: your spouse flips his 1960's Shelby 427 Cobra sports car three times, hits three trees, plows through a yard and sheers off a fire hydrant, plus both the brick and concrete well-covers in front of a brick house. The car lands upright; he walks away.

After emergency care, doctors conclude that hand surgery should be scheduled within a week.

A hand surgeon schedules operating room space at an impressive facility dedicated solely to outpatient surgery. Staff prep the patient immediately upon arrival; surgery takes less than an hour; and you drive back home, arriving in time to get prescriptions filled at the locally owned pharmacy. Sounds convenient.

Unfortunately, the emergency care and surgery occurred at sites 60 miles apart. My husband was the patient. He is also a resident of a rare rural county that boasts not one but two community hospitals. Even so, the care he needed was an hour away.

Harnett County's EMS and hospital staff did their jobs well to care for my husband, but my county has not been able to attract the specialists that would have enabled us — and hundreds of others with different needs — to stay closer to home for medical services. Instead, on May 23 we left our county three hours before surgery, negotiated traffic and unfamiliar roads to arrive at a surprisingly beautiful, efficient day-surgery hospital. We returned home, after another hour's drive, barely in time to get prescriptions filled locally.

I realize that 15 rural counties in North Carolina don't even have one hospital, so I guess I should be grateful for two in Harnett, a county of less than 100,000 people. Even Cary has only 114 in-patient beds for its 100,000 citizens; Harnett County has 170.

I know too that the two hospitals here, Betsy Johnson Regional and Good Hope, have independently brought us great board-certified doctors and have tried hard to attract various specialists. But it's a tough sell to get hand surgeons, or even dermatologists, to consider practicing here.

Like many rural areas, we cannot achieve the same level of attraction, the services, the economies of scale, the buying power or the negotiating position that we could have if we had more resources, or if our two

hospitals were to work together. If you've heard anything about Harnett and health care, you know that hasn't happened.

As it is now, not only do our hospitals compete with each other, but our two small, rural facilities compete with formidable health care systems, each with multiple hospitals. Specialists and their expertise go north and south of us, bypassing both hospitals in favor of seamless systems that offer a broad variety of services.

I am thankful for the medical services that area health care systems offer. But, like those in Wake, we here in Harnett deserve real choices. Today, hand therapy visits will require that my family's time and our money continue to flow outside the county.

But also today, somewhat miraculously, the dream of greater medical services here has a legitimate chance to become reality.

County leaders have made significant progress toward creating collaborations that will attract new physicians and open new doors for new services and new patients. Even a day-surgery hospital, like the one in North Raleigh that my husband used, could be just the start of a dream realized.

Harnett has the opportunity to advance our medical services to a point where patients and physicians 60 miles away will choose our hospital(s) for care. We can create a nonprofit system in which the money spent on health care comes here and stays, allowing us to add new services and bring back those we have already lost.

To create this system, we must embrace the best, cut away the worst and create a better whole.

Anyone who hears of our “Harnett's nest” of health care knows that we've already had a wild ride of late. So it might take a miracle for a true health care system to emerge once this ride slows down. But consider this: you roll a convertible three times, plow through a fire hydrant and hundreds of pounds of brick and concrete, and walk away with your life.

Miracles do happen. We each can have a part in it. We all deserve it. Support it.

(**Amy M. Avery** has worked in health care public relations, marketing and communications for 15 years. She is the former public relations manager at Betsy Johnson Regional Hospital in Dunn.)

Public Relations Management Plan Excerpt from PRSA award entry:

1. Situational Audit: Trends Near and Far

In addition to national trends showing growth in women's health product lines, Manchester Memorial Hospital's own research substantiated the relevance of these trends to our market area and identified the needs and expectations of our target audiences. . . . Further, a competitor 10 miles away had begun promoting their version of a women's center.

Based on this research and input from an Advisory Group of 18 women, the Center took shape: located within the hospital, which is central to our market base, it offers a myriad of health care services by and for women (mammograms, PAP smears, physical examinations, counseling, etc.)

2. P.R. Objectives: Seeing is believing

The role of Public Relations became to communicate two main messages about this product: the concept that it offers a convenient, centralized option for health care services and that the V.I.P. membership would be worth the one-time \$10 fee.

Visits to the center became our main strategy for introducing this new concept. . . .

3. Results of program launch

We were thrilled that our free on-site programs were sell-outs and that we received 1,100 VIP membership applications within two months of campaign launch. . . .

4. Measuring the success of marketing

To measure success, we turned to projected expectations of staffing needs based on the previous year's research. The Nurse Practitioner position became full-time by month five, 18 months earlier than expected. Likewise, secretarial and mammography staffing increased about 1/4 of an FTE about 18 months earlier than projected.

Anecdotes

Women 20 miles outside our market attended the programs and asked if they could join and use the Center's health services. . . . Some of these women drive by three hospitals to reach us.

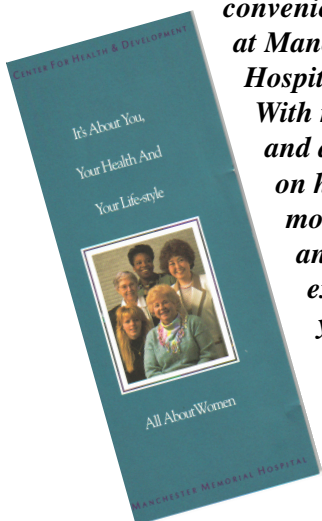
Hospital staff, including physicians, also joined.

Provider-to-consumer Introductory Brochure (excerpt)

The concept of All About Women is simple: you asked for a central location for your health and educational needs. We've made sure you get it

conveniently and comfortably at Manchester Memorial Hospital.

With regular office hours and a nurse practitioner on hand to answer your most intimate questions and provide examinations, we hope you will find that the All About Women center helps you to develop and maintain a healthy life-style.



About Our Staff

The All About Women staff includes a medical director, nurse practitioner, registered dietitians, registered radiology & mammography technologists, mental health professionals, exercise physiologists, massage therapists, and health educators.

About Our Services

To complement both your personal doctor's care and your own busy schedule, All About Women offers you a variety of health and educational services:

- Breast Examinations & Mammography, accredited by the American College of Radiology
- Routine Gynecological Exams
- Pap Smears
- Contraceptive Counseling
- PMS Counseling
- Menopause Counseling
- Personal Cholesterol & Blood Pressure Screenings
- Fitness Counseling

National Award Winner:
Public Relations Society of America
Certificate of Merit
for Healthcare P.R. Management
PRSA MacEachern Awards

Copy by Amy@AveryWrites.com

The Duke Endowment/Foundation UNC-Chapel Hill School of Medicine Annual Report Feature (excerpt)

In church sanctuaries throughout the country every week, parents stand alongside their children, singing hymns. It's routine, maybe even mundane for many.

For parents like David and Shell Keim, however, hearing all six children sing with them was not something they even imagined to hope for. Their fourth child, Micah, is hearing impaired.

"Probably one of the toughest things someone can tell you is that there's something wrong with your child," said David Keim, of Cary, N.C. . . .

The Keims dove immediately into research, and what they learned added urgency. Speech and language delays can permanently limit learning, especially in young children.

"Early intervention is a one-way track," said Craig Buchman, M.D., professor of otolaryngology at the University of North Carolina School of Medicine in Chapel Hill and Medical Director of a unique early intervention program. "If a child doesn't get help early on, the brain gets trained in a way so that it can no longer use sound signals." . . .

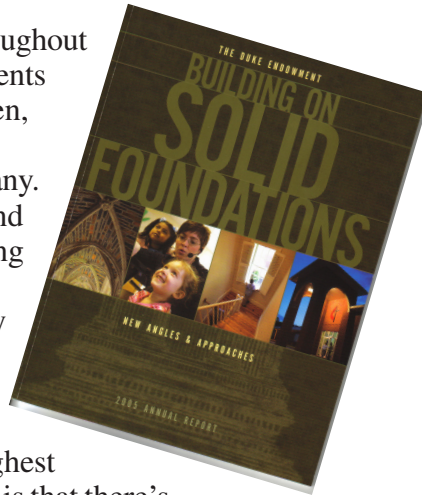
Learning to hear is hard work

A team of professionals who specialize in hearing and speech for the deaf embraced Micah and his family. Staff provided focused, intense therapy to help him first with hearing aids and later with a cochlear implant, a permanent device that electronically translates sound into digital information that the brain can understand.

"It's hard work to interpret sounds heard through 'electronic hearing,'" said Carolyn Brown, Program Coordinator for the Carolina Children's Communicative Disorders Program (CCCPD), an affiliate of CASTLE.

CASTLE's on-site educator, three speech-language pathologists, a teacher for the deaf, and assistant teacher all help preschoolers understand the meaning of sounds they've never before heard, and to speak in ways past generations could not.

"Deaf kids can talk," Brown said. "When we blend the new technology with advanced teaching interventions, it really does happen." . . .



Teachers
become
students
North

Carolina is on the cutting edge of speech-language programs, and CASTLE and its affiliate CCCPD, both part of the UNC School of Medicine, support professionals across the state.

"We have a two-fold approach," Brown explained. "We provide services directly to children who are deaf and hard of hearing and also provide professional training to those working in the schools."

Said one 24-year veteran teacher, "What CASTLE has done for me is raise the bar for what my students can accomplish through listening. When I left the Center [after training], I had really gained customized skills that I could take back to my schools and my students." . . .

New sounds, this time for the family

From Micah's initial evaluation, to finding support and information, to his learning to listen and then to speak, the Keims give credit to CASTLE for bringing great changes to their lives.

Even for an untrained observer, the impact is clear.

Micah, now 7, busies himself with a drawing, but stops to delight in the click, click, click, click of the spring-loaded button on an ink pen. His speech, too, comes more and more easily.

"I'm going to be a pediatrician," he told an observer, nimbly and clearly pronouncing the complex name of the profession.

Watching his son, happy and drawing intently, Keim said, "I don't know what we would have done without the people there."

"It's hard to find . . .," he started slowly, then hesitated to find the right words.

"A CASTLE," Micah finished for him, never looking up from his drawing.

Micah's practice at preschool has given him a confidence that anyone can hear, and about a month after he began using the cochlear implant, it was his family's turn to hear something new. During church services with the entire family, they were caught by one of the most exciting sounds ever to resonate through the sanctuary.

"Micah was singing along," his father said. "I don't think I've ever heard a more beautiful sound."

Top Award Winner:
Silver Quill for feature writing
International Association of Business
Communicators, Southern Region



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in business
2005 - 2015

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- Annual Reports
- Foundation & Marketing Collaterals
- Web Pages, Social Media
- Scripts

My talent. My experience. Your results.

As an **award-winning, full-time freelance writer and marketing communications practitioner**, I bring to every project strong research, a marketing focus, and practiced attention to ensuring the right messages reach the right audiences in a way they can understand and act on. I support clients in over 20 states with **one-time projects and on-going copywriting**.

With **almost 25 years' experience**--including significant tenures within corporate marketing communications departments--I understand that **completing a project on-time and within budget** is not a luxury; it's a necessity. Planning and research are keys for both the simplest article and the most complex report.

If you need a nationally recognized **marketer** and **strong writer** who pledges **dedication** to your projects, **put me on your team**.

To reach your
target markets
with solid copy,
tap into my
20+ years
as an industry
insider.

Regional, National Awards & Recognition

- **Silver Quills** for feature & for editorial writing, from the **International Association of Business Communicators**
- **Gold Award** and **Best in Division Award** for writing from a regional communications group.
- **Award of Merit** from the **National Health Information Awards**, in the magazine category
 - **Gold Aster Award** for magazine series
 - National speaker, **Society for Healthcare Strategy & Market Development**, Chicago
 - **National recognition** from the **Public Relations Society of America** for marketing communications.
- **Published** in trade, business, professional, state and regional publications for local, national and international audiences.

Providing targeted copy for internal and external audiences

Categories:

K-12 schools, Colleges/Universities
Hospitals and Healthcare Systems
Small businesses
County and state governments
National Insurance Companies
B2B Consultants

Client Examples:

"Green Dragon" K-12 Foundation
UNC-Chapel Hill, Meredith College
North Carolina magazine, business columnist
The Cleveland Clinic, Fla.
Scripps Health, Calif.

Publications/Media/Other:

Training and promotional videos
National, International professional journals
Web sites
Client testimonials
e-Newsletters

Education & Special Interests

Focus on literacy and plain language communications
Master of arts degree in education, focusing on adult communication and communication theory
Master's level study in marketing and healthcare management
Industry-related courses, workshops, webinars.

Professional Involvement

International Association of Business Communicators
American Marketing Association
American College of Healthcare Executives
Association of Healthcare Philanthropy
Society for Healthcare Strategy & Market Development (Advisory Board; national speaker)
Center for Health Literacy

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Research Triangle Park area of N.C.

● *well-researched* ● *accurate* ● *on-time* ● *within budget* ●

We have completed writing and other communications projects for . . .

National nonprofit organizations
Local and regional nonprofits
World-class universities and medical centers
National B2B consultants
National advertising agencies
National health, medical and health insurance companies

Sample of clients:

A.I. duPont/Nemours, Dela.
Baylor University Medical Center, Texas
Blue Cross Blue Shield, Delaware and N.C.
The Cleveland Clinic, Florida
Connecticut Comm. to Prevent Child Abuse
The Duke Endowment
Geisinger Health System & Foundation, Penn.
Green Dragon (School) Foundation, Penn.
Humana Healthcare, national
Juvenile Arthritis Foundation, national
University of Pittsburg Medical Center
Sentara Health System, Va.
American Marketing Assoc., chapter
Americal College of Health Executives, chapters
Eastern Connecticut Health Network & Foundation
MeadWestVaco, international
Meredith College, N.C.
North Carolina Magazine, small biz column and features
PMPS (a London trade magazine)
Rush University & Medical Center, Chicago
UNC-Chapel Hill

Unsolicited comments about our work:

Excellent, and thanks. That's what I've been trying to say all along!

-- *Foundation director for a direct mail brochure copy*

This is one of the best-written case studies I've ever read. Well done.

-- *Marketing V.P., healthcare B2B*

Wow! You did such a great job! Thanks for making me sound so amazing. No wonder they hire professional writers for these things!

--*consumer interview subject for a branding campaign*

I just wanted to call to say 'job well done.' You took a complicated topic and made it easy to understand.

--*Expert interviewed for a feature*

I am glad we have you to support our efforts. We just can't do it all ourselves, and I appreciate your help.

--*From a client's boss, for on-going contract work*

Hi: I just read your comments, and WOW! Your insight is just marvelous.

-- *Professional, for a ghostwriting project*

The client was very pleased. I can't tell you how happy we are. Thank you for all your hard work!!!!

--*From a national consulting agency*

Amy, these are WONDERFUL stories. You're a great addition to our magazine team. . . Hope you'll be interested in an assignment for the next issue.

--*Corporate Magazine Editor*

Someone asked who was doing our writing, and I hesitated to tell him--I don't want you to get too busy and forget me! But I did, and I told him you are a bargain, worth every dime.

--*Agency Director*