

The PASSIT



**MAIN STREET
CLINIC**
WMC+

Emily Perkins, FNP
Ashley Davis, FNP
Kelli Chunn, NP
Kimberly Robertson, FNP

**A "NEW" branch of
Winston Medical Center**
Clinic Hours:
Monday-Friday 8AM - 5:30PM
Saturday 8AM - 11:30AM
Located in the heart of downtown Louisville
106 West Main Street
Louisville, Mississippi 39339
662-773-5704
Visit our website at www.winstonmedical.org

**Winston
Medical
Center
welcomes
Main Street
Clinic!**

Every contact we have
with a customer influences
**whether or not
they'll come back.**

**We have to be great
every time or
we'll lose them.**

(Kevin Stirtz)
POSITIVEMOTIVATION.COM

**If you work just for money,
you'll never make it,
but if you love what
you're doing and you
always put the customer
first, success will
be yours.** (Ray Krock)
POSITIVEMOTIVATION.COM

Welcome to our WMC family!

Winston Medical Center is pleased to announce that Emily Perkins, Ashley Davis, Kelli Chunn and Kimberly Robertson have joined the medical staff of Winston Medical Clinic-Main Street.

Main Street Clinic is currently accepting new patients in its location in the heart of downtown Louisville!

Congrats to Jan Whitehead!



Congrats to Jan Whitehead who recently passed her boards and is now a Registered Respiratory Therapist! Winston Medical Center is proud of you, Jan!



**Take the first
step to make
WMC the best
place to come
for care and to
work!**

A proud CEO!



Congrats to Nichole Carver (who is a Registered Nurse at Winston Medical Center Nursing Home) and Adam Carver on the arrival of their son, Aiden Liam Carver who was born July 3, 2015 weighing 7lb 12oz and 20in! Aiden is also the grandson of our own Paul Black!

WMC FAMILY IS GROWING!



Congrats to Sharlanda Givens-Haynes (CNA at Winston Medical Center Nursing Home) on the arrival of her new baby girl! Emmoree Anne Latrice Haynes was born May 4, 2015 weighing 5lbs 14 oz



Demolition begins!



The place we have called home for over 50 years, the place where many babies in Winston County were born and the place that so many of us called our second home are being demolished!

We're all sad to see it go, but we're also excited about the great things that are going to be coming in its place. We all have a lot of memories there and we're grateful of how it protected everyone on the fateful April 28, 2014 that we will never forget!

CONGRATULATIONS WINNERS!!!!

The following employees were winners in the Open Enrollment drawing:

- Dessie Clemmons won an umbrella.
- Stephanie Sullivan won a \$25 gift card.
- Casey Langley won a \$50 gift card.
- Barbara Gladney won a television.

Congrats to these winners and Thank You to all our employees for your participation.

Why Customer Service Matters in the Healthcare Industry

By Yahoo! Finance August 6, 2013 5:47 PM [The Exchange](#)

By James Merlino, MD, Chief Experience Officer at Cleveland Clinic and President and Founder of the Association for Patient Experience

The importance of customer service is a given in business, where companies such as Zappos and Southwest Airlines ([LUV](#)) have built their success and reputations on the concept of delivering an outstanding customer experience. Yet traditionally, this philosophy unfortunately has not translated to healthcare, and more specifically, hospitals or health systems. This is especially unfortunate because hospital “customers” are very different than those in any other industry for one important reason—they don’t want to be there. The experience is scary, confusing, and they often feel as though no one understands them. Yet often these same patients are made to feel that because healthcare is a necessity rather than a luxury; they aren’t entitled to a superior patient experience. And this is probably the biggest mistake our industry makes.

In fact, the focus on the customer/patient should be the most important thing in healthcare—and it can be a real differentiator for hospitals. But for many hospitals, patient experience is about making and keeping patients happy, which misses the point completely because patient experience is also about a hospital’s philosophy about the delivery of care. Yet too many doctors spend hours improving their medical knowledge, without thinking about improving their approach to patient care.

Customers in any other industry get to vote with their wallets. If they don’t like the service at a restaurant, they don’t go back. If they have a bad experience ordering online from one company, they’ll just use another company the next time. The hospital industry hasn’t had that same type of pressure before, but things are changing, especially as we prepare for a new world of healthcare service outlined by the Affordable Care Act. The Medicare-required, 27- question Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey asks patients about such things as communication with doctors, communication with nurses, responsiveness of hospital staff, and communication about medicines. And the implications of that survey are financial and they are real: beginning this year, nearly \$1 billion of Medicare reimbursements are contingent upon the results of the survey, as well as data on the quality of care publicly available online. That trend is expected to continue into the private sector as well.

Many in the healthcare industry are already recognizing the financial benefits of focusing on an excellent patient experience. According to a survey from Health Leaders, 36 percent of respondents—senior hospital leadership, doctors, and nurses— cite improving HCAHPS scores as the main goal of patient experience efforts.

But what’s in it for the patient? What does great customer service in a hospital actually look like? The answer really isn’t that different than for any other industry. It all boils down to two concepts: attention and communication. Yes, that probably seems incredibly simple, but the truth is that too many patients are going through sometimes life-changing medical procedures in hospitals without those two basic needs—and rights—being met.

Being in the hospital can be a scary time. It’s an unfamiliar environment where there are sometimes more questions than answers. Patients are woken up every few hours to have their vitals taken or be given medication—all with a stranger in the bed next to theirs (unless they’re one of the few who can afford a private room). In short, it’s an experience—from the doctors to nurses to food to medication. And it’s one that needs to be communicated, soup to nuts, before the patient ever steps through the door. As “paying customers”, it’s what we all deserve.

Whether there are 50 or 500 patients in a hospital, it is a patient’s right to feel as though he or she is the only one there. This means attention from doctors and nurses at all feasible times, time to understand what each medication treats and any possible side effects, and, most important, what to do after discharge.

Customer service in the healthcare industry is an idea whose time has come—and it deserves serious attention. Given the impending changes brought on by the Affordable Care Act, the patient experience is going to likely be more important to hospitals than ever before. Unfortunately, patients are already so disillusioned with the hospital system that they believe they shouldn’t expect the same superior customer service there that so many other companies proudly proclaim. But nothing could be further from the truth—customer service is something our patients should demand. It’s up to us to deliver it so we not only deliver the best possible care, but so that in return we are given something that every business covets: satisfied and repeat customers.

Lacey Vowell, WMC Nursing Home Administrator recognized at the National Hurricane Conference



(Pictured left to right) Elizabeth Davis, Co-Chair Healthcare/Accessibility and Functional Needs Session, Lacey Vowell, WMC Nursing Home Administrator, and Michael Weston, Co-Chair Healthcare/Accessibility and Functional Needs Session.

The National Hurricane Conference was held in Austin, Texas March 30th-April 2nd.

Lacey Vowell, Administrator at Winston Medical Center Nursing Home attended the conference and served as a Presenter during the Healthcare: Accessibility and Functional Needs Session. Vowell's presentation was

titled "An EF4 Tornado Hits Winston Medical Center Nursing Home: Evacuation and Recovery."

"I am proud to be able to share our story with Emergency and Healthcare workers across the nation, in hopes that it will assist them if they ever experience anything like we did on April 28th, 2014. Our story was a success not by accident, God has a plan for everything, and I thank him daily for allowing us to be here to share where we can," stated Vowell.

Lacey was also the recipient of the 2015 Alan Clive Service and Spirit Memorial Award. The award was established to "honor an individual or organization who has demonstrated outstanding leadership in the past years toward meeting the goal that all aspects of emergency management shall be accomplished in an equitable and impartial manner without discrimination and with the inclusion of all people who can make a contribution."

"Clearly your leadership on April 28th is so deserving of this National recognition as you saved and protected the lives of your residents and staff while placing your own well being second to all others," said Michael Weston, who nominated Ms. Vowell.

There were 1500 Attendees which included Emergency Managers, Elected Officials, Police and Fire Rescue, Health Care Professionals, Educators, Public Works, Allied Science, Forecasters, and Business and Industry.



NEW WMC BILLBOARDS!