





Customer Service: A New IDEA. . .



YRMC is dedicated to achieving consistent and high quality customer service in alignment with our Mission, Vision and Values. In order to do that, we have recently adopted an organization-wide model called “IDEA”. All staff and volunteers are being trained in this new model, in order to create a common approach that aligns everyone with the same goal of achieving the highest level of customer service and patient satisfaction. All are expected to use the IDEA approach in all their communications at YRMC. It takes no additional time to use, but adds up to a LOT of patient and customer satisfaction.

Briefly, IDEA is an acronym that stands for:

-  **I = *Introduce***.....Introduce yourself to guests, adding that you are a volunteer and where you serve, when appropriate.
-  **D = *Duration***.....If known, give the individual an estimate of how long it will take before someone will assist them, how long it will take to reach their destination, etc. It is NOT always appropriate to provide duration – use your good judgement.
-  **E = *Explanation***.....Offer additional information to ease any potential anxiety or to enhance their knowledge when possible.
-  **A = *Ask***.....Ask if there’s anything else you can do for the individual, or if their immediate needs have been met.

There is a short video on the IDEA concept that all volunteers working on site are expected to view, in order to ensure that everyone understands the concepts presented and how to incorporate them into their everyday duties at YRMC. If you haven’t seen the video, contact the volunteer office to make arrangements or find out when the next training is being offered.

Though we know that most of our volunteers already use many of the tools presented in IDEA, the goal is to make them so intrinsic and automatic that they are “hardwired” into every communication by every person at YRMC. It represents our organizational culture, and it will take us on the journey from “good to great”! In addition, in 2012 YRMC’s reimbursement for medicare payments will be based on quality and customer service scores. The higher the scores, the better the reimbursement. More importantly, the higher scores will reflect our quality and customer service (IDEA) to our community.

“Though no one can go back and make a brand new start, my friend, anyone can start from now and make a brand new end.”

Carl Bard

“The Pulse”

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MVV Winners. . .

The MVV Award (Mission, Vision, Values) has been instituted to recognize volunteers who demonstrate a special understanding of how the Mission, Vision and Values apply to the daily volunteer routines. Selection of the winners is made by the all volunteer Advisory Committee.



l to r, Jerlynn Gjede, Kris Trainor, CEO Tim Barnett and Betty Newell

Betty Newell – was born and raised in Tombstone, AZ 92 years ago. She lived there until her mid-teens when she moved to California, attended Stanford and trained in laboratory sciences. At a USO, she met her husband, Edward, who was a navigator on a bomber crew headed for the South Pacific, and Betty became an Air Force wife. They lived in many places including Panama and England while raising three children, and Betty continued working in medical laboratories. After Ed’s retirement, they both became teachers in Maine and Virginia. They moved to Prescott in 1990. After Edward’s death in 2001 Betty migrated back to hospital work, volunteering for 5 years at the VA before joining YRMC in June of 2002. She serves in the hospitalist’s office, where they love her so much they host English tea parties for her birthdays, serving homemade scones with devon cream and lemon curd served on real English china.

Betty is a very special lady who has wonderful stories of growing up in rough and tumble wild Tombstone, but you’d never know it to look at this refined lady!

“We are so blessed to have Betty, who has contributed nearly 1400 hours to YRMC.”

Jerlynn Gjede – was born in Oregon, but because her family moved frequently when she was a child, she had lived in many places by the time she finished her education at California State University Sacramento. She married a career officer in the US Air Force, which brought wonderful adventures involving many more moves with her husband, Michael, exposing both of them to new cultures and experiences. In the meantime,

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they raised three children and now have 11 grandchildren ranging in age from 3 to 22 that they hope are inspired by the volunteer work that they do.

Jerlynn says that she had two very influential relatives while growing up; her maternal grandmother who lived a life of faith and taught that to her, as well, and her step-mother, who once told her “if you don’t have time for people, you’re too busy doing the wrong things.” These lessons helped her to prioritize her time and energy over the years, always trying to put people first.... and what better way than to volunteer. She says, “I have a long list of organizations for which I served over the years, but YRMC has been the greatest blessing of all. Reaching out to people as an Ambassador when they are sometimes at their lowest and most vulnerable time has inspired me, rejuvenated my faith and taught me the resilience of the human spirit. I have taken away much more than I could ever give as a volunteer at YRMC.”

“Jerlynn always is bright and cheerful and is the perfect example of a wonderful Ambassador. She has contributed nearly 300 hours since joining us in 2009. Congratulations, Jerlynn!”

Kris Trainor – moved to Prescott with her husband and two black English cocker spaniels four and a half years ago from Big Bear Lake, California, where she had lived for over 50 years. Before life in Prescott, she was a tax preparer and did small business management. She was the CEO for a small non-profit and wrote a diabetes newsletter, organized support group meetings and fund raising events. Kris makes stuffed bears and toy stuffed cocker spaniels that look like her dogs. She does water color painting and gardening. Kris says, “I LOVE Prescott and the volunteer work I do at this hospital. I feel like I was always meant to live here and do this. Thank you for making me part of your team!”

Kris currently serves in several different areas – she is in the cardiac cath lab, the surgery waiting area, and she is one of our Pet Partners Pet Visitation program members, visiting with her cocker spaniel, Magic. Obviously a lady of many talents and interests, she gives so much of herself to YRMC.

“Kris joined us in February, 2008 and has contributed over 600 hours since then. Thank YOU, Kris, for being part of our team!”

WC Administrative News:


A 160 -slice Cat Scan unit will be available April 1st. This machine will be the largest available in Northern Arizona!

Breast Care Center is almost half way done. It should be completed by October. This diagnostic and treatment center will offer Mammograms, Cat Scans, Radiology and Ultrasound services. A breast MRI machine will be added within 5 years.

East Campus Update

Ann is asking volunteers to update their contact information. A situation recently occurred where she needed to access emergency information for a volunteer demonstrating how necessary it is for her office to have current information on file. (This also applies to West Campus, too!)

A 5 year anniversary is coming up for East Campus! Ann plans an open-house in May to honor over 50 volunteers who will be receiving their 5 year service pins. She says there has been phenomenal growth in the past 5 years with approximately 230 volunteers now serving on the East Campus! She still has a need for evening and weekend volunteers.


*“Do more than exist,
live.
Do more than touch,
feel.
Do more than look,
observe.
Do more than read,
absorb.
Do more than hear,
listen.
Do more than listen,
understand.”*

John H. Rhoades

T.E.A.M. Awards — Special Recognition

T.E.A.M. Awards go to volunteers and others who do something special that makes a difference at YRMC. Special recognition goes to the following volunteers:

Richard Butts (from Staff)

Richard agreed to take 2 or 3 shifts a week for several weeks in the Mended Hearts Program when other volunteers were unable to keep their shifts. He was always willing when called and good natured about all the extra hours. His willingness to come in on those days assured us with coverage 5 days a week which was appreciated by staff, patients and family members.

Seymour Dicker (from staff)

Seymour took care of staffing the Physician's Referral Desk while we were unable to access this office for 3 days. Thanks for providing this service from home to assist our callers.

Gale Larsen (from staff)

The week before Thanksgiving Gale came in early every morning to get all twelve of our display windows set up for Christmas. She also set up a system by making up a binder with a page for each window telling us what is in the window and the price. Thank you, Gale.

Gale Larsen (from volunteer)

Gale has a regular volunteer shift in the gift shop and during her first year she also volunteered for special sales and substituted for other shifts. About eight months ago she also assumed complete responsibility for decorating all the gift shop windows, previously a full time volunteer position. She has devoted numerous hours designing, collecting and purchasing accessories, unpacking and sorting merchandise and building the displays. She also created a notebook listing merchandise by window with the cost, and quantity in stock. In order to create Christmas themed windows, she worked nearly

every day for 7 to 9 days for several hours a day. She works harder and cares more than any one I know!

Kris Trainor (from staff)

Kris volunteered for several back to back shifts in the Cath Lab/CVICU recently. Her willingness to stay for an entire day was very helpful. Kris welcomes the opportunity to come in with very little notice and this helps us to maintain coverage for all of the shifts.

Additionally, Kris was so kind to call and offer her services when we had our recent snowstorm. Kris truly gives. "over and above" with her volunteer service.

Buddy Moeck (from staff)

Buddy entertains visitors and staff in the lobby area. weekly and we often hear positive comments. Additionally we'd like to note his accompaniment to Toni for several weeks of an impromptu concert. It made for a fun and festive atmosphere. Buddy was also gracious in playing for our staff holiday party. Thanks much Buddy, we very much enjoy your talent!

Gunnar Ohlson (from volunteer)

Gunnar is very enthusiastic about his job. He is willing to go above and beyond his call of duty. He puts smiles on the faces of those who need it most!

Toni Tennille (from staff)

Toni entertained visitors and staff in the lobby by singing Christmas and holiday songs. She made the area festive and fun! It was a delight to see everyone enjoying this impromptu concert. Thanks for sharing your talent with us, Toni. Smokey also added to the merriment with his great holiday apparel. And thanks to Mickie for joining in.

What Are Fathers Made Of?

by
Paul Harvey

A father is a thing that is forced to endure childbirth without an anesthetic,

A father is a thing that growls when it feels good and laughs very loud when it's scared half to death.

A father never feels entirely worthy of the worship in a child's eyes. He's never quite the hero his daughter thinks, never quite the man his son believes him to be—and this worries him sometimes.

So he works too hard to try and smooth the rough places in the road for those of his own who will follow him.

A father is a thing that gets very angry when the first school grades aren't as good as he thinks they should be. He scolds his son although he knows it's the teacher's fault.

Fathers are what give daughters away to other men who aren't nearly good enough so they can have grandchildren who are smarter than anybody's.

Fathers make bets with insurance companies about who'll live the longest. Though they know the odds, they keep right on betting. And one day they lose.

I don't know where father's go when they die. But I've an idea that after a good rest, wherever it is, he won't be happy unless there's work to do.

He won't just sit on a cloud and wait for the girl he's loved and the children she bore.

He'll be busy there, too, repairing the stairs, oiling the gates, improving the streets, smoothing the way.

The Old Phone . . .

When I was quite young, my father had one of the first telephones in our neighborhood, I remember the polished, old case fastened to the wall. The shiny receiver hung on the side of the box. I was too little to reach the telephone, but used to listen with fascination when my mother talked to it,

Then I discovered that somewhere inside the wonderful device lived an amazing person, her name was "Information Please" and there was nothing she did not know. Information Please could supply anyone's number and the correct time.

My personal experience with the genie-in-a-bottle came one day while my mother was visiting a neighbor. Amusing myself at the tool bench in the basement, I whacked my finger with a hammer, the pain was terrible, but there seemed no point in crying because there was no one home to give sympathy.

I walked around the house sucking my throbbing finger, finally arriving at the stairway. The telephone! Quickly, I ran for the footstool in the parlor and dragged it to the landing. Climbing up, I unhooked the receiver in the parlor and held it to my ear. "Information please" I said into the mouthpiece just above my head. A click or two and a small clear voice spoke into my ear. "Information".

"I hurt my finger. . ." I wailed into the phone, the tears came readily enough now that I had an audience.

"Isn't your mother home?" came the question.

"Nobody's home but me," I blubbered.

"Are you bleeding?" the voice asked.

"No," I replied. "I hit my finger with the hammer and it hurts."

"Can you open the icebox?" she asked. I said I could.

"Then chip off a little bit of ice and hold it to your finger" said the voice.

After that, I called "Information Please" for everything. I asked her for help with my geography, and she told me where Philadelphia was. She helped me with my math. She told me my pet chipmunk that I had caught in the park just the day before would eat fruit and nuts.

Then there was the time Petey, our pet canary, died. I called, "Information Please" and told her the sad story. She listened, and then said things grown ups say to soothe a child. But I was not consoled. I asked her, "Why is it that birds should sing so beautifully and bring joy to all families, only to end up as a heap of feathers on the bottom of a cage.?" She must have sensed my deep concern, for she said quietly, "Gene, Always remember that there are other worlds to sing in."

Somehow I felt better.

Another day I was on the telephone and called, "Information Please."

"Information," said in the now familiar voice. "How do I spell fix?" I asked.

All this took place in a small town in Oklahoma. When I was nine years old we moved across the country to Boston. I missed my friend very much. "Information Please" belonged in that old wooden box back home and I somehow never thought of trying the shiny new phone that sat on the table in the hall. As I grew into my teens, the memories of those childhood conversations never really left me.

Often in moments of doubt and perplexity I would recall the serene sense of security I had then. I appreciated how patient, understanding and kind she was to have spent her time on a little boy.

A few years later, on my way west to college, my plane put down in Seattle. I had about a half hour or so between planes. I spent 15 minutes or so on the phone with my sister, who lived there

now. Then without thinking what I was doing, I dialed my hometown operator and said, "Information Please."

Miraculously, I heard the small, clear voice I knew so well. "Information."

I hadn't planned this, but I heard myself saying, "Could you please tell me how to spell fix?"

There was a long pause. Then came the soft spoken answer. "I guess your finger must have healed by now."

I laughed, "So it's really you," I said. "I wonder if you have any idea how much you meant to me during that time?"

"I wonder," she said, "if you know how much your calls meant to me. I never had any children and I used to look forward to your calls."

I told her how often I had thought of her over the years and asked if I could call her again when I came back to visit my sister.

"Please do," she said. "Just ask for Sally."

Three months later I was back in Seattle. A different voice answered, "Information." I asked for Sally.

"Are you a friend?" she asked.

"Yes, a very old friend," I answered.

"I'm sorry to have to tell you this," she said, "Sally had been working part time the last few years because she was sick. She died five weeks ago."

Before I could hang up she said, "Wait a minute, did you say your name was Gene?"

"Yes," I answered.

"Well. Sally left a message for you. She wrote it down in case you called. Let me read it to you."

The note said, "Tell him there are other worlds to sing in. He'll know what I mean."

I thanked her and hung up. I knew what Sally meant.

Never underestimate the impression you may make on others. Whose life have you touched today?

Anon

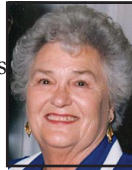




MEMORIAMs

Recently we have been saddened to lose several members of our Volunteer Services family.

Dee (Dolores) Meadows volunteered in our Emergency and Gift Shop areas of West Campus, joining us in 2009. She had a most delightful smile and friendly manner that will truly be missed.



Peter Burkholder joined us early last year, coming to us as a seasonal volunteer who also served at the hospital near where he spent summers in Illinois. He worked in our Nutrition Services Department and then was instrumental in pioneering our Mended Hearts Program, which was his passion. His delightful sense of humor and cheerful attitude will long be remembered.



Darrell Ramsey was a Courtesy Cart driver beginning in 2003 until his health forced him to give it up. He and "his other brother Darrell" who drove the other cart on his shift were some of the best we've ever had for providing transportation services with a smile and caring for others that shone through every time they came. Darrell and Darrell, we will always think of you with gratitude and a smile.



Famous Mothers:

ABRAHAM LINCOLN'S MOTHER

"Again with the stovepipe hat? Can't you just wear a baseball cap like the other kids?"

COLUMBUS' MOTHER

"I don't care what you've discovered, you still could have written."

MICHELANGELO'S MOTHER

"Can't you paint on walls like other children? Do you have any idea how hard it is to get that stuff off the ceiling?"

ALBERT' EINSTEIN'S MOTHER

But it's your senior picture. Cant you do something about your hair? Styling gel, mousse, something....?

PAUL REVERE'S MOTHER:

"I don't care where you think you have to go, young man, midnight is past your curfew."

THOMAS EDISON'S MOTHER

"Of course I'm proud that you invented the light bulb. Now turn it off and get to bed."

anon

New YRMC Volunteers

We welcome all of you to our YRMC volunteer family, and thank you!

- Dale Abbott
- Gladys Alten
- Acacia Anthis
- Wendy Calhoun
- Marianne Carlson
- Larry Christensen
- Brian Cory
- Blake Davenport
- Phyllis Davis
- Sharon Davis
- Mari DeFere
- Pam DeFere
- Monteze Deputy
- Sherrie Duncan
- Regina Gilson•
- Julianne Katz
- Joan King
- Belinda Hagan
- Carrie Lane
- Jacob Marker
- Lenora McAvoy
- Everett Mexnick
- Patricia Moore
- Travon Nistal
- Andrew Pindzda
- Tiffany Smith
- Stephen Rayleigh
- Charles Ritch
- Kathryn Roach
- Beverley Roehr
- Gwen Szilagyi
- Denise Wade-Lyons
- Nathan Walters
- Robert Williams

I ask for your forgiveness in advance, get ready to groan. . .

- Those who jump off a bridge in Paris are in Seine.
- A man's home is his castle, in a manor of speaking.
- Dijon vu - the same mustard as before.
- Practice safe eating - always use condiments.
- Shotgun wedding - A case of wife or death.
- A man needs a mistress just to break the monogamy.
- A hangover is the wrath of grapes.
- Does the name Pavlov ring a bell?
- * Dancing cheek-to-cheek is really a form of floor play.
- Reading while sunbathing makes you well red.
- When two egotists meet, it's an I for an I.
- A bicycle can't stand on its own because it is two tired
- Time flies like an arrow. Fruit flies like a banana.
- In democracy your vote counts. In feudalism your count votes.
- A chicken crossing the road is poultry in motion.
- If you don't pay your exorcist, you get repossessed.
- With her marriage, she got a new name and a dress.
- The man who fell into an upholstery machine is fully recovered.
- You feel stuck with your debt if you can't budge it.
- Local Area Network in Australia - the LAN down under.
- Every calendar's days are numbered.
- A lot of money is tainted - Taint yours and taint mine.
- A boiled egg in the morning is hard to beat.
- He had a photographic memory that was never developed.
- Once you've seen one shopping center, you've seen a mall.
- Bakers trade bread recipes on a knead-to-know basis.
- Santa's helpers are subordinate clauses.
- Acupuncture is a jab well done *anon*

East & West Campus

Gift Shops

10% OFF COUPON
any single non-sale item

Valid through September 30, 2011

One coupon per person please

Remember, there is no sales tax on gift shop items!

Calendar May thru July 2011

May 08– Happy Mother's Day!



May 10 –WC Advisory Committee

Meeting 4 pm, Spruce Room

May 12 -EC Five Year Anniversary

Celebration 2 – 4 pm, Cafeteria

May 16 -WC New volunteer orientation

8:45 am – 3 pm, Spruce Room

May 21–Armed Forces Day

Thank a Service person!



May 30–Memorial Day

June 14–Flag Day



June 19–Father's Day



June 21–Welcome summer!

July 4 – Happy Independence Day!



July 11– WC Reorientation

Open Entry, 10 am – 1 pm,
 Spruce Room

Yesterday is history, tomorrow is a mystery, today is a gift, That's why it's called. . . The Present.

anon



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