

## Dr. Sevilla is National Leader in Social Media



Nationally-recognized as a leader in social media, Michael Sevilla, M.D., has been a speaker at conferences across the country.

### National Speaker

Dr. Sevilla's popularity on the national social media scene has also created a high demand for him as a much sought after speaker. He has been a presenter at the American Association of Family Practice's National Conference, where he is scheduled to attend later this month in Washington, D.C. In addition, Dr. Sevilla has spoken about social media to other organizations, such as the Alaska and Nebraska Academy of Family Physicians Scientific Assemblies, and at the "Connecting Healthcare and Social Media" conference hosted by The Mayo Clinic in New York in 2012.

Dr. Sevilla has come a long way from when he was blogging on the Web anonymously, and now focuses on "bigger-picture" issues related to medicine and social media trends. "It's been really gratifying," Dr. Sevilla concluded. "When I get an email or message from someone in India or somebody else across the world 'lik-ing' what I'm doing, that really shows me how small this world is and the impact I can have on people who aren't even in this country."

Many people know Michael Sevilla, M.D., as a friendly and caring family medicine physician affiliated with the Family Practice Center of Salem, Inc. Others know him as a member of SRMC's Medical Staff, where he has assumed a number of leadership roles, such as past Chief of Staff and current Board member.

However, Dr. Sevilla's influence has moved far beyond the reaches of Northeastern Ohio. According to a variety of national publications, such as *Medical Economics*, *Healthcare IT News*, *FierceHealth IT* and various internet blogs; he has emerged onto the national social media scene as one of the most influential doctors in the country.

Dr. Sevilla maintains an active blog, tweets, podcasts and posts videos online; and is considered to be one of the top physicians to follow on Twitter. And the driving force behind it all is his belief that family physicians should take advantage of social media to share their message with their patients, community, and their legislators.

### Family Medicine Blogger

Launching his first blog in 2006 as "Doctor Anonymous," Dr. Sevilla wrote about his observations about healthcare, along with anecdotes about what it means to be a family medicine physician. The blog featured posts, photos and videos that he made, as well as footage from his many local TV appearances.

Although his "Doctor Anonymous" blog earned him national recognition, Dr. Sevilla decided to change the focus and became the blogger behind FamilyMedicineRocks.com, which later evolved into his website: DrMikeSevilla.com. He also hosts his own radio show, where he reviews current industry trends and health news; along with sharing links to his health-related television interviews at MikeSevilla.TV.

## Social Media 101



- Social media enables people to interact and exchange information and ideas through the internet
- There are many forms of social media, from social networking sites like Facebook®; to interactive online journals called blogs
- It is estimated that nearly 2 billion people use social media worldwide



# A Message from Our President/CEO

Anita Hackstedde, M.D.

***"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."***

A staff member recently reminded me of this quote from Maya Angelou, the celebrated poet and inspirational writer. This is one of my favorite quotes, and it exemplifies what it means for our patients to have a positive experience.

When patients walk through our doors, we want them to feel that we have addressed not only their medical needs with expertise, but also their physical, emotional and spiritual needs. A positive experience means our patients felt our compassion, our care, our friendliness, and that they came first.

## Patient Satisfaction Dashboard

So it is my honor to congratulate each and every one of you for working hard to help our patients feel that they are at the center of everything we do. Our most recent Patient Satisfaction Dashboard reflects the combined results of our Hospital team's continued commitment to our patients.

Out of the 8 quality indicators rated, 7 are currently at or above the national Achievement Score, with the one remaining measure closing in on reaching the Achievement Score. These scores point to significant and sustained Hospital-wide improvements, and raise our overall patient satisfaction score almost 2 points higher than the goal currently established for all U.S. hospitals by the American Hospital Association.

In addition, the Dashboard also measures patients' responses to the question if they would "Definitely" recommend our Hospital to others. In this category, we improved by over 5 percentage points this month; and for the first time our patients ranked us a 9 or 10 on the ten point hospital rating scale.

I would like to thank each of you for the continued effort you invest into improving our patients' experiences through the care you provide and your faithful dedication to achieving excellence. Our results are encouraging, and show what can be accomplished by steadfastly giving our best every day.

This most recent report shows that we are building momentum and continuing to transform our organization for the better. In his book, *Good to Great*, author and businessman Jim Collins talks about the process that organizations must go through to reach and sustain positive change.

"There was no miracle moment. Instead, a down-to-earth, pragmatic, committed-to-excellence process – a framework – kept each company, its leaders, and its people on track for the long haul... the process resembled relentlessly pushing a heavy flywheel in one direction, turn upon turn, building momentum until a point of breakthrough, and beyond."

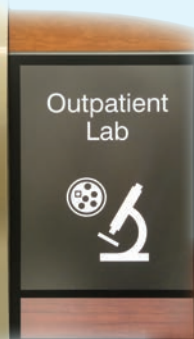
*~Jim Collins, Good to Great*

Through your hard work and dedication, SRMC is achieving the "point of breakthrough," that moves an organization from good to great. We all want to be a part of a winning team and feel the power of momentum that generates positive results. By working together, we are turning our "flywheel" day after day to create an even better experience for our patients, our hospital and our community. Thank you for your outstanding care and service.

## CONSTRUCTION CORNER

### New Wayfinding Signs

Trying to find your way through an unfamiliar building can be overwhelming. To help our guests navigate our hospital's campus and reach their destinations as quickly as possible, SRMC recently installed new wayfinding signs.



Mary Wagner recently helped direct a visitor, using the new wayfinding signs, which feature internationally-recognized icons to help those with reading or language challenges.



### SNF Renovations

Jeff Swetye (front) and Kevin Gallagher work to paint and give a fresh look to the Skilled Nursing Facility.

# Employee Benefits Open Enrollment Period Begins

Every fall, SRMC employees have the opportunity to select their benefit choices for the coming year. Important dates and events for the upcoming benefits open enrollment period include:

## ◆ Employee Benefits Fair

**Thursday, October 30; 8 a.m. – 5 p.m., Cafeteria**

All employees are strongly encouraged to learn about the benefits programs available in 2015, including:

- Medical and Prescription Benefits - *Meritain Health* and *CVS/Caremark*
- Dental Benefits – *Lincoln*
- Vision Benefits – *VSP Choice*
- Supplemental Life, Accident & Critical Illness Insurance – *Lincoln*
- 403(b) Program – *Arthur J. Gallagher & Co.* (formerly *Gardner and White*)
- FlexSave Program – *Meritain Health*
- Employee Assistance and Work/Life Program – *IMPACT Solutions*
- Morris Financial Group – *Employee Benefit Advisors*
- Salem Community Center

## ◆ Benefit Meetings

**October 30 and October 31, Private Dining Room**

Representatives from several of SRMC's benefit programs will provide half-hour presentations for employees. Meeting topics will include full and part-time health insurance plans; dental, vision, life, critical illness and accident insurance; flexible spending; employee assistance program; and retirement planning. Watch for posters announcing the upcoming meeting schedule.

## ◆ Open Enrollment

**November 3 – December 2**

Online enrollment for the hospital's 2015 benefit offerings must be completed by December 2, 2014. **You must complete the online open enrollment process for 2015 if you are:**

- 1) Making any changes to your current benefit plan; or
- 2) Re-enrolling in the hospital's "Health Care Account" or "Dependent Care Account" Flexible Spending programs. These accounts do not automatically roll over to 2015, and you must re-enroll.

The enrollment process can be completed by logging onto the SRMC intranet site from your computer workstation and selecting the "Benefits" link located under the Human Resources tab at the top of the home page. Computers will also be available in Room 205 on the second floor, for employees without access to a computer workstation.

If you are not making any changes to your current benefit plan, and do not wish to re-enroll in the "Health Care Account" or "Dependent Care Account" Flexible Spending programs, you do not need to complete online benefit enrollment for 2015.

For questions, please contact Human Resources at ext. 7148.

## Coming Events



### Christmas Open House

**Wednesday, November 5; 8 a.m. – 8 p.m.**  
**Thursday, November 6; 1 – 4 a.m.**  
**Look Nook Gift Shop**

Welcome in the holiday season at the Look Nook. Employees can enjoy 15% off their total purchase (some exclusions apply), along with raffles and a special gift for the first 50 customers.



### Diabetes Health Fair

**Thursday, November 6; 6 – 8 p.m.**  
**Salem Community Center**

Michael Sevilla, M.D., will present "Diabetes, Technology and the Internet." The event is free, but registration is required by calling ext. 7707.



### Lunch and Learn: Toxic Chemicals in the Home

**Monday, November 10; 11:30 a.m. – 1 p.m.**  
**Centenary United Methodist Church**  
**East Palestine**

Senior citizens are invited to learn how to reduce their exposure to toxic chemicals in their homes during this free program. Registration is required by calling 330-426-2629, by November 6.



### Weight Watchers at Work

**17-Week Session Begins Tuesday, November 11**  
**12:30 p.m.**  
**Second Floor Classrooms**

Find the support and encouragement you need to lose weight. Call ext. 7636 for more information or to register.



### SRMC Relay for Life Team Quarter Auction

**Friday, November 14; 5 – 8 p.m.**  
**Greenford Christian Church, Greenford**

Tickets are \$5.00 each and include event admission, a bidding paddle, free drink and snack. Proceeds will benefit the American Cancer Society. Call ext. 7672 or 7347 for more information.



### Understanding Peripheral Artery Disease

**Tuesday, November 18; 7 p.m.**  
**SRMC Tower Conference Room**

Featured speaker Lawrence Schmetterer, M.D., will discuss new treatments for reducing circulatory problems in the limbs. The event is free, but registration is requested by calling ext. 7511.



### Christmas Parades

Volunteers are needed to ride the hospital's float and help pass out giveaways along the parade route:

**Friday, November 21; 6:30 p.m.**  
**Downtown Columbiana**

Call ext. 2895 by October 31 to sign up.

**Saturday, December 6; 1 p.m.**  
**Downtown Salem**

Call ext. 2895 by November 15 to sign up.



### HeartWalk

SRMC's HeartWalk Team raised \$5,756.75 for the American Heart Association's research and prevention activities. The team also received the "Best Message" award for their t-shirt theme, "Ending Heart Disease with Heart and Sole."



### Anniversary Celebration

Employees celebrated the hospital's 101st Anniversary in September with a sweet treat in the cafeteria.



### Southern Park Mall's Community Day

Michele Hoffmeister, Public Relations, provided health information to residents attending the Southern Park Mall's Community Day on September 12th.



### Medication Take Back Event

Seventy-five area families safely disposed of unwanted medications at the September 27th event hosted by SRMC.

### Leetonia Artisans Festival

Krisann Lewis, Public Relations, helped staff the hospital's booth at the Leetonia Artisans Festival on September 21st.



### Post-Acute Provider Breakfast

Lorrie Nelson, RN, Director of Compliance/Risk Management, spoke to nearly 40 representatives from area agencies on ways to reduce hospital re-admissions and improve care for patients after they are discharged.



### Johnny Appleseed Parade

SRMC staff and their families greeted spectators from our float in Lisbon's Johnny Appleseed Parade.