When people hear Hartford HealthCare’s (HHC) new brand position, they use words like “empowering,” “encouraging” and “supportive.”

That’s good news, because “Connect to healthier” is meant to be much more than a marketing tactic — more than a tagline or an ad campaign. It’s a way to explain and explore all the ways HHC is connecting those we serve to a healthier life.

“This is a way to share our enthusiasm for what we are building: connections with patients and communities, with meaningful tools to create healthier people and populations,” said Keith Fontaine, HHC’s vice president for marketing and branding. “It’s not just about getting better, but making the entire healthcare experience better for our patients – and for us.”

Every day across HHC, we are working to “connect to healthier” — like creating a unified electronic health record system or making it easier for patients to make a doctor’s appointment. Projects large and small focus on creating the Five Ones we want to provide for our patients: one registration, one record, one bill, one standard of care, and one relationship.

Look for our new tagline and message throughout
Central Connecticut Senior Health Services is now Hartford HealthCare Senior Services.

Hartford HealthCare Senior Services
Connect to healthier.

As we continue to further embed the Hartford HealthCare brand in the communities we serve, Central Connecticut Senior Health Services has changed its name to Hartford HealthCare Senior Services. The new name more clearly indicates its ties to our healthcare system.

“Our new name reflects our ability to manage and transition patients throughout our network,” said Rita Parisi, senior vice president of post-acute care for Hartford HealthCare. “We are committed to providing our patients with the best possible care, which includes the seamless coordination of the right care at the right time and in the right place.”

Hartford HealthCare Senior Services includes Cedar Mountain Commons, a senior-living community; Jefferson House, a skilled-nursing facility; the Connecticut Center for Healthy Aging, a senior resource center; The Orchards at Southington and Arbor Rose at Jerome Home, both independent and assisted-living facilities; Jerome Home, a skilled-nursing, residential facility; Mulberry Gardens, assisted-living, memory care and adult day care; Marian Heights Adult Day Center, and Southington Care Center, a skilled-nursing facility. In addition, Hartford HealthCare Senior Services has a clinical partnership with Hebrew Health Care, which provides a full range of geriatric services and offers an acute-care hospital for older adults.

Look for the new Hartford HealthCare Senior Services logo.

Connect to healthier. continued from page 1

our organizations and the communities we serve — and listen to “We’re Healthier Here,” our great new music to convey the excitement and empowerment of our brand.

How do you “Connect to healthier?”

Show us what “Connect to healthier” means to you! Send us a photo that illustrates how you or your colleagues connect to healthier, and we’ll share your photo in an upcoming issue of Network News. Email a photo and caption to networknews@hhchealth.org.

Listen to our new song, “We’re Healthier Here.”

https://hartfordhealthcare.org/about-hartford-healthcare/connect-to-healthier

Stay on top of our brand: Visit www.ConnectToHealthier.org for fresh messages, images and videos.
Center for Surgical Weight Loss awarded Comprehensive Center Accreditation

The Hartford Hospital Center for Surgical Weight Loss was officially awarded a Comprehensive Center Accreditation by the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program. This program is a partnership of the American College of Surgeons and the American Society for Metabolic and Bariatric Surgery. This supersedes its former designation as a “Center of Excellence.” Under the direction of Drs. Darren Tishler and Pavlos Papasavas, the metabolic and bariatric surgery program at Hartford Hospital has been treating obesity and obesity-related disease for more than 10 years and drives innovation and excellence through its robust research arm. Accreditation is in effect through March 25, 2017.

Drs. Pavlos Papasavas (left) and Darren Tishler

H3W Success Story Spotlight

In each issue of Network News, we’ll highlight the work of select H3W workgroups whose projects have resulted in cross-collaboration and noteworthy achievements. See the positive impact H3W is having across Hartford HealthCare!

CLP H3W group works to bridge the language gap

Clear verbal communication with patients is crucial in healthcare. And, when there’s a language barrier, communication sometimes can seem impossible. An H3W workgroup of Clinical Lab Partners phlebotomists has found a solution.

With such a wide variety of languages spoken throughout the region, the group of more than 280 phlebotomists and supervisors decided that flashcards were the most effective and cost efficient way to bridge the language gap with patients.

“The group considered using translators from the hospitals — but there was concern about translator availability during Patient Service Center hours. And, they also considered using iPads with Google translator, but the cost was prohibitive,” says Tina Dibble, H3W facilitator for Clinical Lab Partners.

Led by phlebotomists Earle Decker and Jolanta Sokolowski, the group developed flashcards (some with photos) with translated text, including crucial questions and statements like: Can you verify your name, address and date of birth? Are you fasting today? Please make a fist and hold it closed. Currently, the cards — in Spanish and Polish — are being used at a CLP draw station at Connecticut Children’s Medical Center and at a Patient Service Center in Farmington. In addition, each patient is given a short questionnaire after their visit asking how the translation process can be improved.

Dibble says the group is working to expand the project throughout the state.

“They will be looking at languages that are common to the populations near our Patient Service Centers. This project definitely has the potential to spread across the system where it’s needed,” she said.
The Gold Medal Manager program spotlights managers who exemplify HHC’s values and our H3W leadership behaviors, resulting in the highest level of employee engagement and the achievement of exceptional results.

Up to three Gold Medal Managers will be selected every two months. For more information and to nominate your manager, click here.

Congratulations to the winners. With the winners are, Tracy Church, left, senior vice president and chief Human Resources officer, and Elliot Joseph, President and CEO.

Stephen Farina, Clinical Lab Partners Manager, Women’s Health Lab

What makes a great manager?

Staff says about Steve:
• “Not only does he volunteer discretionary effort to help others, he advocates it for his employees.”
• “He really cares about his employees and wants people to succeed. He has an open-door policy, and we all feel we may speak to him honestly and openly. He may not always agree with us, but he is willing to hear us and we feel it is so important to be heard and to have a voice”

This Gold Medal Manager says: A great manager inspires employees by developing great workplaces through evident inclusiveness, which provides employees with the ability to see beyond visible differences to the tremendous similarities that exist among people and our jobs. We are a network of something amazing at the end of the day. The dots may not connect the vision we have right away, but a good manager brings his team to trust that these dots WILL eventually connect at the end of the road.

Nancy Hubbard, Institute of Living Director, Outpatient and Rehabilitative Services

What makes a great manager?

Staff says about Nancy:
• “If I ask if she has a minute, she actually stops to listen. This encourages me as an employee to do the same with my peers.”
• “Nancy recognizes us in different ways. She may give out gift cards, celebrate with food or give us a little token of inspiration. In addition, she will take the extra time to hand write a thank-you note. The fact that she takes the time to write a note herself is so touching because I know the gift of time is not often given to managers and directors.”

This Gold Medal Manager says: A great manager will not only teach their staff but will more importantly learn from them. A great manager gives clear, specific directions; is understanding of different opinions; and stays focused on the task in front of them.

Kathryn Ruszczyk, Integrated Care Partners Manager, Clinical Collaboration

What makes a great manager?

Staff says about Kathryn:
• “Kathryn is always professional but is not afraid to show her feelings. She shares in the joys and sorrows of her staff, enjoying laughter and sharing in moments of sadness.”
• “She is very forthcoming with praise, but also not afraid to address ‘the elephant in the room’ in a firm yet caring way, whether with our group or one-on-one to foster personal growth and reflection.”
• “Kathryn asks questions to find out the ‘why behind the what.’ Her collaborative attitude with the primary care practitioners allows us to reach the ultimate goal of providing coordinated care for patients in the community.”

This Gold Medal Manager says: “A great manager never stops...never stops listening, never stops learning, never stops caring. We all have work to do, but without being able to actively listen, connect, learn and mentor, there isn’t room for work to have meaning.”
Don’t throw away $500 up to

You will if you miss the wellness credit deadline.

Complete your wellness requirements by March 31 to save up to $500 on your 2015 HHC medical insurance.

• Take the Compass health assessment online or on your mobile phone
• Confirm that you have had preventive care between January 1, 2014 and March 31, 2015

Employees with single coverage can save $250. Employees with spouse/partner or children/family coverage can save $500 if BOTH the employee and spouse/partner complete both steps.*

To get started: Log on to MyRedBrick.com/healthytogether or call RedBrick at 1.877.207.0136

*This message may not apply to some bargaining unit members
We’re growing!
Backus opens new Family Health Center in Ledyard

Backus Hospital officially opened its new Ledyard Backus Family Health Center at 2 Lorenz Parkway in Ledyard on March 2. The newly renovated 2,500-square-foot space with six exam rooms offers primary and urgent-care services Monday through Friday from 8 a.m. to 6 p.m.

From the Office of Compliance, Audit & Privacy (OCAP): Test Your Compliance IQ

Compliance can be a complex area, with many rules and regulations. Each month in Network News, we’ll quiz your knowledge on all things compliance-related. This month, let’s focus on HIPAA — not a female hippo! HIPAA, which stands for Health Insurance Portability and Accountability Act, was enacted in 1996 to protect the security and privacy of medical records and Protected Health Information (PHI). PHI is individually identifiable personal and health information that relates to the physical or mental health or condition of an individual, or the provision of health care.

Can you name some examples of PHI?
See page 8 for the answer.

Hand Hygiene UPDATE

HHC is on a journey toward 90 percent hand-hygiene compliance at each hospital. Check out our scores for the month of February:
March 6 was Dress in Blue Day across the country and across Hartford HealthCare, as staff at all five hospitals enthusiastically called attention to Colorectal Cancer Awareness Month by wearing blue and encouraging others to be screened for colorectal cancer — the second-leading cause of cancer death in the U.S.

Staff members set up tables in public areas of their hospitals and handed out free information about the importance of colorectal cancer screening, especially for those 50 or older or who may be at greater risk due to genetic history. Other activities included special spinning wheels and other games set up for people to win prizes and learn more about the disease. Some staff wore special T-shirts. Shown here are some of the activities at each of the five sites.

At Backus Hospital, the nursing staff on the family birthing floor exuberantly show their blue colors.

At The Hospital of Central Connecticut, Susan Palasciano, RN, a nurse at the Bradley Memorial campus in Southington, shows off the T-shirts that many staff members wore to support the cause.

At MidState Medical Center, staff members display a spinning wheel in the cafeteria.

At Hartford Hospital, community outreach educators Brooke Harrison, left, and Dorely Roldan, man a table in the main lobby and give out educational materials.

At Windham Hospital, members of the hospital’s Cancer Committee display their support loudly and proudly.
Password reset and your mobile device

We’ve been receiving positive feedback on our TechTips column. Thank you to our readers for your enthusiasm.

In this month’s issue, we’ll focus on how to manage your mobile devices during your password reset process. As you know, we are required to change our passwords on a regular basis. Whether you use our self-service password reset portal or some other method, many experience problems with mobile devices during the process.

The best plan of action when beginning the password reset process is to put your mobile devices (iPhone, iPad, etc.) in “Airplane Mode.”

1. To put your device in “Airplane Mode,” click the “Settings” icon:
2. Then click the switch next to “Airplane Mode.”
3. Once you have reset your password, click on the “Settings” icon again.
4. Next, click on “Mail, Contacts, Calendars.” Choose your email account and then enter your new password.
5. Next, turn off “Airplane Mode” and you should then be able to receive emails on those devices using your new password.

Next issue: Save time using Quick Steps in your Outlook email program. Soon, you will be able to open your own incident within a matter of seconds without calling the ITS Service Desk.

We hope you find TechTips useful. If you have suggestions for future articles, please email your ideas to techtips@hhchealth.org.

Hartford HealthCare By The Numbers *Year-end FY 2014 numbers

11,921
New HHC MG primary care patients since October 2014

21.7%
HHC Cardiovascular market share*

15,883
Urgent-care visits at Med East and MediQuick since October 2014

23.8%
HHC Oncology market share**

*Represents adult inpatient, ambulatory surgery, ED non-admissions and observations from Dec. 2013-Nov. 2014 (source: Chime)
**Represents adult inpatient and ambulatory surgery from Dec. 2013-Nov. 2014 (source: Chime)

Network News is a monthly publication produced by a sub-committee of the Hartford HealthCare Communications Council. Please send story ideas to networknews@hhchealth.org. The committee will make every effort to consider your story idea, but due to space constraints, editing may be necessary.

OCAP answer: Name, Date of Birth, Social Security Number, Medical Record Number, Health Plan Number, Photographic Image, or any unique identifying numbers and characteristics
Employee Engagement

**What is it:** Creating an environment in which employees feel valued, respected, and appreciated.

**Next milestone:** Our next employee engagement survey is planned for the first two weeks of May.

**What you need to know:** Engagement surveys help HHC learn more about how employees feel about their work life and what leadership can do to better to make it better. Not enough people responded to our 2014 query. It’s important that you take 10 minutes to complete the confidential survey in May to give us the information we need to draw meaningful conclusions.

CareConnect

**What is it:** CareConnect is bringing the EPIC electronic Health record to Hartford HealthCare, paving the way for more coordinated care, seamless patient transitions and consistent high quality.

**Next milestone:** Testing of the Epic system continues through May 2015 for the ambulatory care platform and October 2015 for acute care.

**What you need to know:** Primary care (ambulatory) is scheduled to go live in August 2015, with Hartford Hospital (acute) to follow in February 2016.

HHC Healthy Together Wellness Credits

**What is it:** As HHC strives to be the region’s leading provider of high-quality, compassionate and coordinated care we want to be sure that our employees have access to programs and services that allow us to be as healthy as we can be.

**Next milestone:** March 31 is the last day to earn your full wellness credit for 2015.

- Take the Compass health assessment online or on your mobile phone
- Confirm that you have had preventive care between January 1, 2014 and March 31, 2015

**What you need to know:** Employees with single coverage can save $250. Employees with spouse/partner or children/family coverage can save $500 if BOTH the employee and spouse/partner complete both steps by March 31, 2015. Visit the HHC&Me Employee Service Center for more info.*

Leah Daily Management

**What is it:** Lean is an evolution and expansion of our H3W framework whereby we can improve how we do our work every day. Leaders in several key work areas, or units, are attending Advanced Lean Management training.

**Next milestone:** We’ll implement a one-on-one coaching process and tools to help our leaders live the H3W Lean philosophy.

**What you need to know:** A no meeting zone will be established for those units currently involved as our pilots. Leaders will have a two-hour block of protected time every morning to gain a better understanding of work flow issues real time.

*This may not apply to some bargaining unit members
Learn More About Your 2016 Retirement Plan*

**February**
Understand what’s changing and why
- Read the announcement materials
- Watch the video

**April**
- Watch the mail for your personalized retirement statement
- Go online to view your personalized retirement information and find helpful tools and tips

**August – December**
Start planning for your future:
- How much money will you need to retire?
- Learn about investing your savings

**November**
Get ready for 2016
You may have to make decisions about:
- How much to save in the Retirement Savings Plan to earn the full HHC matching contribution
- Investing your Retirement Savings Plan money

**January 1, 2016**
New Retirement Savings Plan takes effect

**2016**

Ready to Retire in 2015?
Contact the HHC&Me Employee Service Center, 860.696.3500; Press 3, then 2 to speak to a retirement counselor or send an email to hhcandme@hhchealth.org

May
Get answers to your questions:
- Attend a live meeting or webinar
- Look for a meeting schedule coming soon

What You Need to Know
2. 401(k) for all employees
3. HHC matching contributions help you save
4. Any vested benefits you’ve already earned will be available when you leave or retire

*Subject to collective bargaining; union members check with your bargaining agreement for details.*