

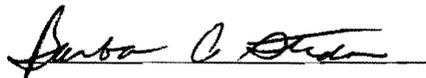
Investing in the future: The journalism internship

An Honors Project

By

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Abstract

As part of the requirements for my journalism major, I did an internship at Ball Memorial Hospital in the Public Relations department during the spring semester of 2005. During this time I worked on a variety of different types of projects, and the knowledge gained has the potential to give me an edge as I search for a job in the near future. This project serves as a compilation of the works I produced during this 13 week period, as well as some of my comments on the experience.

Acknowledgments

- I want to thank Sharon Boyle for helping me find the opportunity to work in the PR department at Ball Hospital.
- I want to thank Neil Gifford, Will Henderson, Karen Chappelle, Mike Sandrick, Rick Decroes and everyone else at Ball Hospital who supervised me, participated in interviews for my stories or otherwise helped me along the way in the many different projects I worked on.
- I want to thank Barb Stedman for advising me through the project, and for helping me find a way to make this thesis doable.

Introduction

As a requirement for obtaining a journalism degree here at BSU, I underwent an internship in the Public Relations department at Ball Memorial Hospital during the spring semester of 2005. The Journalism department requires that each student pursuing a major in any of the journalism sequences undergo at least one internship during college, working a minimum of 20 hours per week for a minimum of 10 weeks.

I worked for 21 hours per week for 13 weeks during my internship experience. It was unpaid, so the extra time I put in was not for the pay I would receive, but for the benefit of the extra experience I would gain in the process. In doing so, I was able to finish one particular project that I had been working on since the beginning of the internship, and it was probably beneficial to the client to have to deal with only one person for the duration of the job.

During the course of my internship, I worked on several different types of projects, and the knowledge I gained will be beneficial to me as I begin to apply for jobs in the journalism field and elsewhere. I mainly wrote press releases for the newspaper and feature stories for the monthly employee newsletter, *CHS Express*, which helped me practice and build upon my writing skills, as well as my ability to conduct successful interviews with the subjects of my stories.

In addition to those main writing activities, I was also involved in the process of evaluating the effectiveness of advertisements in different types of media, including television and print. I gained experience dealing with newspapers as I called several in this area to request price lists and place ads after I had planned out an economical and effective schedule for advertisement runs. I participated in the making of a doctor recruitment video,

playing the part of a wounded patient in the emergency room, and I took part in photo shoots with some of the subjects of my stories, helping to set them up and sometimes serving as a liaison between the photographer and the subject.

The longest spanning project I worked on was an event planning project in conjunction with the Muncie Children's Museum for their annual Children's Health Fair. I was responsible for maintaining an open line of communication with my contact at the museum, as well as ordering the flyers, posters and vendor signs that were needed, and hanging posters around the hospital advertising the event ahead of time.

All in all, this internship was one of the most valuable learning experiences in my college career relating to my major field of study. The wide range of experiences and opportunities I had this semester could not be duplicated in any book or any classroom. With this project I am proud to present all that I have helped produce during the last 13 weeks.

Goals

During my internship, I participated in many activities. I was responsible for lending an extra set of eyes to the copyediting cause, contacting sources to develop initial story ideas and angles, interviewing subjects and helping revise the in-room patient guide to care. I wrote small articles and longer feature articles for the *CHS Express*, a monthly newsletter put out by the Public Relations department for employees of Cardinal Health Systems, and also press releases.

The goals I had for myself going into the internship fell along the lines of professional, academic and personal, although most were directly related to the end goal of furthering my career potential.

Professional Goals

I started as a news-ed major wanting to write for a newspaper and make a difference in the world. After almost four years, my perspective has changed, and I now see that a career in journalism is not that simple. This is a complex and diverse industry, with so many possibilities for an ambitious college-graduate embarking on the career path. About a year ago, I realized that I wanted to go more in-depth than a newspaper story would allow, so I switched to magazine.

I have worked on some publications of other organizations I have been involved with, and I think this is where my journalism career will lead me. I really enjoy getting to the heart and soul of an organization, and really understanding the glue that holds the whole thing together. Many organizational newsletters are largely people-focused, and I have always felt a deep fascination for people and their social interactions. I think that this fascination, along

with my sociology background, will be a valuable asset for this type of career in some organization.

I hoped that by doing this internship, I would be able to pump up my portfolio, résumé, job skills and confidence, enabling me to be successful in the search for a job after graduation.

Academic Goals

This internship helped me focus my career goals in only one week on the job. I liked the environment and the pace of things, and my assignments were extremely interesting. I was able to practice all the skills I have learned in my various journalism courses over the last few years, and I was able to produce several very nice pieces for my portfolio. I find the healthcare industry interesting, and if I pursue this type of career in the future, at least I will have some sort of background and maybe that will cause someone to give me a chance.

Personal Goals

I had been living in a little college bubble for the last few years, and I think it was good for me to spend a substantial amount of time per week outside that environment, outside my various comfort zones on campus. One downside to a college education is the institutionalization of students, who then face the possibility of a rather rude awakening in the “real world.”

I tend to feel a little anxiety when faced with new situations, but I think that stems from being a lowly college student and not having the benefit of years of experience and the

confidence that brings with it. I went into this internship hoping to gain confidence in my abilities and a higher level of comfort in new situations.

Assessment

During the course of my internship at Ball Hospital, I worked on a variety of different projects that are typical responsibilities of someone working in the public relations department of an organization or company. I had the opportunity to work on my news writing and feature writing skills quite a bit through the articles and press releases I wrote for the *CHS Express* newsletter. I have also gotten valuable experience with some of the dynamics of advertising, event planning and coordination, internal public relations and copyediting.

Most important, I gained the experience of working as part of a team of professionals who specialize in different areas of public relations. The knowledge and opportunities that my colleagues shared with me will allow me to say “yes, I have done that before,” when a prospective or future employer asks me about my abilities to perform varied tasks.

One of my major goals going into this internship was to gain experience interviewing subjects and to become more comfortable doing so in the process. I feel I have gotten better at developing questions that bring out the information I am trying to obtain, and I am more comfortable contacting people to set up interviews and then conducting the interviews. This contributed to my personal goal of moving outside of my college comfort zone, which I successfully did.

I liked the variety of different tasks I was given, which included certain aspects of journalism that I had no previous experience with. For instance, I had to call newspapers and get ad prices, then contact the papers again after the ads were done to get them placed. This involved making sure the ads would fit in the allotted space in the paper and making sure they got faxed and emailed to the correct places on time. I also had to evaluate the

effectiveness of different advertising campaigns, and I participated in the making of a doctor recruitment DVD.

I was involved in developing photo ideas for stories I was writing, and conducted some legal research to provide some background information when two lawsuits against the hospital surfaced. I also edited brochures and other materials to be given to patients, doctors and others. Finally, I was able to dabble in event planning and coordination with my work on the Children's Health Fair at the Muncie Children's Museum. All of these valuable experiences will help me in my future search for employment.

Diversity in the workplace was apparent in many different ways. All of the people in this department came from different backgrounds, with different ages, genders and specializations. Everyone had different ways of doing things, which made learning fun and challenging. I interviewed a variety of different people for my stories, ranging from patients to nurses to IS specialists to pharmacy workers.

There was no prejudice of any sort evident in this work environment, which made it a pleasant place to come to work every day. Everyone had a high level of respect for each other, and all acted with a high level of professionalism. The atmosphere was friendly and inviting, and everyone was always willing to answer my questions patiently and helpfully.

My internship helped me gain a broader perspective on the world of journalism beyond the academic department here at BSU. Throughout my study of journalism for the last four years, I have developed a number of useful writing and thinking skills that are applicable and helpful in other areas of academics and life in general, and they will serve me well in life. I do feel, however, that there aren't really enough magazine writing classes. Most of the writing classes focus on newspaper writing, which is very different. After

learning to write that way, it is hard to go into one of the few magazine writing classes and get the hang of feature writing.

I also think it would be helpful to maybe add a class or a workshop that teaches students how to use the AP stylebook. Most of my journalism professors respond to AP style questions with “look it up in the AP book,” but it is really hard to blindly plunge in and find what you are looking for sometimes. A little bit of guidance or instruction would be very much appreciated. During my internship, my supervisor Neil would correct my AP mistakes and explain general rules to me, helping me learn what I did wrong and how to fix it. The journalism professors could stand to learn a thing or two about the effectiveness of this approach over their own.

The journalism program has a lot of great technology and the newest graphics programs and such, which is great in most circumstances, but I found that when I was searching for internships, I needed to know Quark for many of them. I took J103 after the journalism department switched to InDesign, so I was not able to learn Quark. Sometimes the rest of the working world isn't as advanced, which can create problems when searching for a job.

Commentary

During the 13 weeks of my journalism internship, I worked on a variety of different types of projects. The following four appendices showcase the different types of tangible projects that I worked on.

Appendix 1 is a sampling of some of the press releases I wrote for the *Daily News*, the *Star Press* and other area publications. Writing press releases is a fundamental part of working on the public relations team of any company or organization. At first I thought it would be a simple task, since press releases are normally pretty short. Therein lies the tricky part, however – figuring out how to include all of the necessary information while still keeping the wordage to a minimum.

Appendix 2 contains the biggest feature stories that I worked on during my time, which are presented in the format of the newsletters in which they appeared. I have also highlighted other small articles that I wrote for the newsletters, since not all of them had my byline. Feature stories were the “meatiest,” most in-depth writing assignments that I undertook. They gave me a chance to sit down with subjects several times and really get to the heart of their particular stories. I enjoy talking to people and hearing the stories they have to tell, so this was a mostly enjoyable task. It was difficult sometimes to figure out how to put myself in the subjects’ shoes effectively enough to accurately portray the facts, while letting them shine through enough to tell their own story.

Appendix 3 features an assortment of small stories I wrote for the *CHS Express* newsletter, showcasing what was going on “around the system,” as they were appropriately titled. These stories featured information on awards won by staff members, goings on in

different areas and departments of the hospital, special programs or activities and information on retirements, etc.

Appendix 4 includes the flyer and poster for the Muncie Children's Museum's annual Children's Health Fair, the event which I helped plan and implement on the public relations side this year. Event planning is a major part of most public relations jobs, so it was enjoyable and beneficial to gain the experience.

Appendix 1

Press Releases

Group helps adults through the grieving process

Adults who are grieving the death of a loved one and are not comfortable talking about their loss are invited to the Adult Grief Group workshop offered by the Ball Memorial Hospital Hospice department.

The workshop will meet 6-7:30 p.m., every Wednesday, April 6-May 11, in the library located in The Cancer Center at BMH.

There will be a one-time family fee of \$10, which covers all six sessions. To register by April 2, please call BMH Hospice at (765) 747-4273.

Be a Hospice Volunteer

Dealing with the loss of a relative or a close friend is never easy. Hospice programs exist to support families through those difficult times, providing physical, emotional, social and spiritual support.

Volunteers play an important role in that process. Volunteers are currently needed to work with terminally ill Hospice patients. BMG Hospice will host a two-day training class for interested adults in The Cancer Center conference room at BMH, 8:00 a.m.-4:00 p.m., April 18 and 25.

To learn more about how you can help or to register by April 12, call (765)747-4273.

Ball Memorial Hospital Asthma Foundation to co-sponsor Clean Air Fair in honor of Dr. Nicki Turner

May is World Asthma Month and May 3rd is World Asthma Day. On Saturday, May 7, from 10 a.m.-2 p.m., there will be a Clean Air Fair at Head Start Action, Inc., 1901 N. Walnut St. This event is part of the collaboration between Ball Memorial Hospital Asthma Foundation, the BMH Foundation, Inc., Minority Tobacco Free Coalition of Delaware County, Tobacco Free Coalition of Delaware County, Medical Consultants and Head Start Action, Inc. The fair is in honor of the late Dr. Nicki Turner. She dictated her life to educate people of all ages of the effects of smoking and asthma.

The event will be free to the public, and will feature games, informational booths, face painting, food and prizes, asthma camp scholarship giveaways, free lung screenings and much more. State Representative Tiny Adams has made two asthma camp pledges, and also has a special surprise in store for the fair participants.

There will be a musical performance by Sterlen Barr, an Anti Tobacco Rap Artist and his dancers from Philadelphia. There will also be a Dr. Nicki Turner Memorial Wall, as well as memorabilia from the anti-tobacco skit that Turner coordinated and participated in for the local school systems.

“We would like for this event to be relaxed, lots of fun as well as educational,” said Carol McDonald, Asthma Educator, Ball Memorial Hospital. “Asthma affects people of all age groupings, from the very young to the older adult. Knowledge of the disease, the triggers that cause each individual to react, how and when to take the correct medications, and when to seek medical attention are the goals for controlling this disease.”

Activities will be geared for children, teens, and adults. Several businesses and restaurants have donated coupons and other items to give away to fair participants. This may be the first year for the event, but McDonald is hoping it can become a yearly tradition.

Pathologists Associated and Ball Hospital/Cardinal Health System are teaming up to collect money for the tsunami relief effort in Asia, while collecting blood for those in need here at home. The Tsunami Aftermath Blood Drive will be held on Monday, January 24 from 1:30 p.m. – 5:30 p.m. in the Painter-Whitcraft Multipurpose Room on the BSU campus. For the first 100 who donate blood, Pathologists Associated and Ball Hospital will match each donation to contribute \$10 per donor to UNICEF. The blood drive provides a valuable service to local people in need of blood, and the money raised will provide medical care and protection to child survivors of the tsunami disaster.

For more information, contact Sharon Rhodes, donor services coordinator, Ball Memorial Hospital Blood Bank at 747-3219, or Jana Systma, S.A.L.T., blood drive chairperson at Painter-Whitcraft Hall, BSU at 214-2795.

Does a healthcare worker's job end when a patient has been physically treated, or is there something more involved in the work? Many are now taking responsibility for the spiritual care of their patients as well, which requires special understanding and cooperation with spiritual caregivers like clergy. The 2005 Turner Conference on Faith & Medicine will give an inside look at this facet of medicine in a presentation entitled "Integration of Spirituality into Healthcare."

The Conference will be held 11:30 a.m. – 2 p.m., Friday, March 18 in the Outpatient Medical Pavilion at Ball Memorial Hospital. The speaker for this year's conference is Christina M. Pulchaski, MD, FACP. Her areas of expertise include the role of clergy and spirituality in health and end-of-life care and evaluation of education programs in spirituality and medicine. She has won several awards for her work and has been widely published.

The 2005 conference has been named in honor of Dr. Nicki Turner. Given Dr. Turner's commitment to the spiritual care of her patients as well as the physical care, Dr. Puchalski's presentation is especially relevant.

To register, please call (765) 741-1073 by Friday, March 11.

In recent years, more attention has been given to trauma injuries and the long lasting effects of the trauma. What is the impact on those who experienced a traumatic injury? What was the experience like for friends and family members? The 2005 Turner Conference on Faith & Medicine will answer these questions in a presentation entitled "Integration of Spirituality into Healthcare."

The Conference will be held 11:30 a.m. – 2 p.m., Friday, March 18 in the Outpatient Medical Pavilion at Ball Memorial Hospital. The speaker for this year's conference is Christina M. Puchalski, MD, FACP. Her areas of expertise include the role of clergy and spirituality in health and end-of-life care and evaluation of education programs in spirituality and medicine. She has won several awards for her work and has been widely published.

The 2005 conference has been named in honor of Dr. Nicki Turner. Given Dr. Turner's commitment to the medical care of patients in critical care and the integration of her faith in that care, Dr. Puchalski's presentation is especially relevant.

To register, please call (765) 741-1073 by Friday, March 11.

Appendix 2

Feature Stories featured in Newsletters

Appendix 3

“Around the System” newsletter stories

Bedside Scanners Help Reduce Medication Errors at BMH

One of the major concerns patients have when entering a hospital is receiving the wrong medication. This is a very real fear, yet only three to five percent of hospitals in the U.S. take advantage of advances in technology that help cut down on patient medication errors. This technology comes in the form of bedside scanning units that serve as the last line of defense in a long line of checks and double checks for mistakes in medication. Ball Hospital is one of the few that utilizes this technology.

Now that the FDA has mandated that all pharmacy medications must come with barcodes, it is beneficial for hospitals to use this regulation to their advantage as a way to cut down on medication errors.

Ball Hospital's pharmacy has had the foundations of this technology for two years, and the barcode scanning system is a recent add-on. This is another step in the direction of a completely paperless charting system here at BMH.

When a doctor orders medication for a patient, the pharmacist enters the orders into a computer, which then transmits the orders to a robot to be filled and bar-coded. The medications go through several checks by registered pharmacists after packaging to guarantee that no errors slip through. Since each patient has a unique barcode that contains all of their medication information, this technology makes it very easy to spot and correct errors.

"The bedside scanning system has the potential to cut down on medication errors when used properly," said Stephanie May, manager, operations, Pharmacy Services. "When the medications are scanned, this system provides the nurse with a warning if something is wrong."

Problems do still arise, but it is usually a result of human error. The robot itself has only had two mistakes in five years. Sometimes busy nurses don't scan the barcodes before giving the patient the medication, which can result in medication being given too often, etc. If a medication has already been given in that period of time, the barcode scanner will alert the nurse that the timing is incorrect, thereby helping to avoid a mistake.

"If we all do what we are supposed to do, the bar-coding system cuts down on medication errors," said May.

Technological problems having to do with the concept of barcodes themselves do arise, because there are several different types of barcodes, and not all of them readily interface with the pharmacy's computer system. In these cases, pharmacy employees have to be creative and find innovative ways to make it work.

Sometimes medications still come from the manufacturers without barcodes, and in those cases Karen Hutson, senior inventory specialist, Pharmacy Services, has to barcode them

by hand. She also has the job of adding new medications to the system, and linking all generic forms with each other and with the brand name medication as well.

Currently 10 units in the hospital use the bedside scanners, according to Karen Irelan, senior application analyst, information systems. Irelan serves as the team leader, setting up the applications for each unit and answering any questions the staff might have. She also monitors how often each member of the unit uses the machine and shares that information with the managers of the unit.

Patient safety is key, and health care workers are always looking for ways to reduce the number of risks patients face. Barcodes on medications and the use of bedside scanners have already drastically reduced the number of medication errors that occur at BMH in the relatively short amount of time these methods have been in use.

“It is cost-effective in the sense that it cuts down on patient medication errors, which is the main thing it is supposed to accomplish,” says Paula Parker, clinical staff pharmacist, Pharmacy Services. “BMH has seen different forms of medication errors go down, so the system is definitely working.”

Connie Schmidt has been chosen as the manager of the new Imagine Center that will be opening in May. The Breast Center and the Open MRI facility on Jackson St. will also be included in the facility when it opens. This will be the only imaging center in Muncie that is completely digital.

Schmidt is originally from Greenville, OH, and recently moved to Indiana from California. Her responsibilities as manager will include operationally managing the whole facility, purchasing equipment, training the staff, and performing marketing, human resources and operational functions.

Before coming to work at BMH, Schmidt worked at an imaging center in California, and at an open-heart surgery facility in Dayton, OH. She has also taught at universities and has been an active member of her church and community, founding support groups and serving on the boards of several national medical associations. She has been honored with a Who's Who in Medicine and Health Care award, a HERA award for her work with women's and children's health, and several other types of recognition.

Nancy R. and W H Fike have given a gift of real estate in Muncie to the BMH Foundation. The Fikes have spent much of their lives in Muncie, closely involved in community service with the hospital and the local school system. The Fikes shared a deep commitment to providing superb educational opportunities to their three children, who all have degrees from Ball State University.

Through their volunteer work and other aspects of their lives, BMH has left a lasting impression on the Fikes, who value the great attitudes they have always encountered, as well as the high level of professionalism.

They felt that this gift was the best way for them to show their appreciation for the Muncie community by helping to ensure that it would continue to have quality healthcare available. They have also established a Fike Family Scholarship at Ball State.

While all gifts provide much needed and appreciated support for current programs, estate giving in particular substantially helps support future programs. This is an excellent way for those wishing to make larger contributions through their estate to give a gift.

These sorts of gifts are eligible for estate tax deductions when given in the form of a specific bequest in a will. This deduction remains unlimited under the new tax laws. When drafting your will with your attorney, a hospital representative is available upon request to help you draft the appropriate bequest clauses.

The BMH Foundation is sponsoring a Health by Design Symposium, in which students, faculty, health care professionals, community activists and others from Muncie and beyond will get together to discuss the health care industry's impact on economy and quality of life. Symposium participants are expected to come from as far away as Kansas State University, Michigan State, and Miami of Ohio in addition to Ball State.

“Having people from so many different places in attendance will be beneficial in terms of gaining recognition for Ball Hospital's programs and leadership,” said Kelly Stanley, BMH foundation president. “It will also give us an opportunity to tap into new intellectual wells, which can only lead to improvement.”

The topic of this symposium is timely because recognition is growing throughout the state, nation and world of the important benefits of the health care industry in terms of money and human lives, beyond the medical aspect. The Indiana Health Care Forum recently reported that the health care industry generated 20 percent of the state's revenue and 17 percent of the gross state produce, as well as \$21 billion on compensation and 19% of all jobs.

The symposium is leading up to the launch of a two-year interdisciplinary course developed by CHS in conjunction with Ball State University, which will offer students an opportunity not only to learn about alternative health care, but also to apply what they have learned in the community, and including the possibility of publication of their research.

Two colloquia will be offered, in March 2005 and January 2006, the first meant to produce campus interest and generate possible collaboration between faculty and students leading to publication. The second colloquium will be a presentation of alternative health care research findings to a forum of experts midway through the course of study.

“This symposium is the first step towards boosting these types of programs among faculty and students, and identifying and creating synergies with experts from all over the country,” said Stanley.

Perinatologist Joseph Landwehr, medical director of the Perinatal Center, has been selected as a 2004 Physician of the Year award winner by the NRCC Physicians' Advisory Board. He will be presented with the award at a ceremony in Washington, D.C., on March 15, 2005. The ceremony will be attended by President Bush and other important Republican office-holders. It will also feature several talks and open forums from March 14-15.

Landwehr was chosen for the award for exhibiting outstanding leadership and entrepreneurial spirit, contributing to the economic growth of America and the Muncie community, sharing insight and expertise with Republican leadership, and playing an integral role on the Physicians' Advisory Board.

The Henry C. Miller fund is being used to fund a part-time Internal Medicine Resident Research Coordinator position, which will be filled by Martin Wood, PhD. Wood is an associate professor in the Physiology and Health Science Department at Ball State University.

This is a significant step forward for the Residency program because residents are required to engage in scholarly and research activities, including presentations of their research, in order for the Graduate Medical Education program to remain accredited by the Accreditation Council for Graduate Medical Education.

The Henry C. Miller fund was originally used to provide scholarships to Indiana University students completing their education at the Muncie Center for Medical Education. It was endowed in 2004 by Stephen Miller, Henry C. Miller's son, but is now being used to fund the new position as well.

Since the fall of 2003, Wood has been teaching statistics and research methods to second-year residents as they begin the research portion of their residency at BMH. The busiest teaching time is in October and November, but the rest of the year he serves as a sort of advisor for the residents. He is on site one morning a week to answer questions about statistics and research methods or anything else, and to help out in other ways.

At this point, BMH does not have someone skilled in epidemiology and statistical analysis, but with Wood's appointment to the Research Coordinator position, that will no longer be the case. His addition to the staff provides a valuable asset to the residents as they engage in and complete their research projects.

Wood met with Miller a few months ago to discuss the possibility of turning the part-time Research Coordinator position into a full-time position in the future, but nothing is set in stone.

Open Door/BMH Health Center has received a \$30,000 grant from the Center for Medicare Services to be used to educate and enroll low-income seniors in the Medicare Approved Drug Discount Card program. Through a combination of education and enrollment meetings as well as contact with potential participants that use the Health Center pharmacies, Open Door and BMH have managed to reach thousands of patients.

Open Door is a federally qualified health center, and they found out about the grant and alerted the BMH Health Center of their possible eligibility, then helped them compile the necessary information for the application process.

“The money from this grant is to be used to educate seniors about the drug card program that is available to them through Medicare,” said Julie Borgmann, clinical pharmacist, CHP pharmacy administration. “Many of these candidates come to our pharmacy, so we are able to reach them through those means as well as the education programs.”

Jeremy Bender, enrollment specialist, Open Door/BMH Health Center, has been instituting a number of different methods of reaching potential participants, including sending out mailings to Medicare recipient patients, working with local agencies that serve older adults and people with disabilities to get the word out to possible participants, obtaining space in church newsletter and bulletins, collaborating with local pharmacies to reach patients, participating in local health fairs, and using local media including radio and newspaper in order to get the word out.

To date, the program has reached 55,552 people through the educational sessions; 3,330 people have been assisted; and 274 people have been enrolled. Through close collaboration Open Door/BMH Health Center and CHS pharmacies have been able to achieve successful results. CHS provides staff for outreach and enrollments events as needed, and also reports education, assistance and enrollment numbers to Bender, as well as helping out with its share of the education, assistance and enrollment procedures.

“With this grant money, Open Door/BMH and CHS pharmacies have the opportunity to reach so many people in the community who otherwise might not know they are entitled to assistance,” said Borgmann. “The difference it will make is so important to the lives of those we help and to the community as a whole.”

During the recent power outage in Muncie, many BMH employees found ways to work around the loss of power and complete their jobs to the best of their abilities. Without their dedication and great attitudes, it would have been much harder for everyone else to do their part to provide excellent service for the patients of BMH. Here are some of their stories.

Betty Tuggle and Kelly Gliden of Admissions

Betty and Kelly were unable to check patients into the hospital with no power, so they were moved to the Medical Education building to do so. Both of them took it all in stride, and were very grateful for all the help and cooperation they received from everyone else who worked with them keep things running smoothly.

Kelly has worked at BMH for 25 years, and while she has seen many similar situations in her time here, she is always impressed by the professionalism and teamwork shown by everyone at BMH during these types of situations.

“Everyone was very professional,” said Kelly. “There was no complaining, and everyone worked together to get beds open,”

Betty has worked at BMH for three years, and while she has never experienced this type of occurrence, she too is appreciative of all the hard work put in by everyone at the hospital during the whole ordeal.

“I’m just glad things aren’t as bad as they were anymore,” said Betty of the whole situation.

From Nov 11-14, 2004, Amy Banter, MD, associate director, BMH Family Medicine Residency, Melanie Schreiner, MD and Jennifer Flanagan, health educator, BMH Family Medicine Residency, attended the Conference on Patient Education in San Francisco. Dr. Schreiner received a 2004 Resident Scholarship to attend the conference, where she was honored as a Resident Scholar.

Many workshops were offered at this conference, focusing on subjects such as group visits with a doctor, health fairs and other educational programs that can be incorporated here at CHS. The doctors were able to meet with others in the healthcare profession who share the same areas of interest or expertise, and they left with some fresh perspectives as well as new patient resources, which they brought back to CHS.

While doctors at CHS have attended several other conferences in the past, this particular conference brings together a broader range of experts and gives CHS a unique opportunity to gain national recognition for its individual staff members and the residency program as a whole.

Appendix 4

Event Coordination: The Children's Health Fair