

Public Relations Management Plan Excerpt from PRSA award entry:

1. Situational Audit: Trends Near and Far

In addition to national trends showing growth in women's health product lines, Manchester Memorial Hospital's own research substantiated the relevance of these trends to our market area and identified the needs and expectations of our target audiences. . . . Further, a competitor 10 miles away had begun promoting their version of a women's center.

Based on this research and input from an Advisory Group of 18 women, the Center took shape: located within the hospital, which is central to our market base, it offers a myriad of health care services by and for women (mammograms, PAP smears, physical examinations, counseling, etc.)

2. P.R. Objectives: Seeing is believing

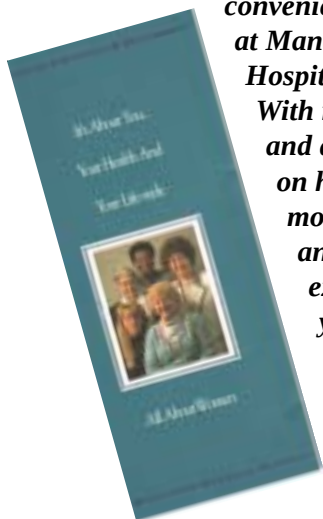
The role of Public Relations became to communicate two main messages about this product: the concept that it offers a convenient, centralized option for health care services and that the V.I.P. membership would be worth the one-time \$10 fee.

Provider-to-consumer Introductory Brochure (excerpt)

The concept of All About Women is simple: you asked for a central location for your health and educational needs. We've made sure you get it

conveniently and comfortably at Manchester Memorial Hospital.

With regular office hours and a nurse practitioner on hand to answer your most intimate questions and provide examinations, we hope you will find that the All About Women center helps you to develop and maintain a healthy life-style.



Visits to the center became our main strategy for introducing this new concept. . . .

3. Results of program launch

We were thrilled that our free on-site programs were sell-outs and that we received 1,100 VIP membership applications within two months of campaign launch. . . .

4. Measuring the success of marketing

To measure success, we turned to projected expectations of staffing needs based on the previous year's research. The Nurse Practitioner position became full-time by month five, 18 months earlier than expected. Likewise, secretarial and mammography staffing increased about 1/4 of an FTE about 18 months earlier than projected.

Anecdotes

Women 20 miles outside our market attended the programs and asked if they could join and use the Center's health services. . . . Some of these women drive by three hospitals to reach us.

Hospital staff, including physicians, also joined.

About Our Staff

The All About Women staff includes a medical director, nurse practitioner, registered dietitians, registered radiology & mammography technologists, mental health professionals, exercise physiologists, massage therapists, and health educators.

About Our Services

To complement both your personal doctor's care and your own busy schedule, All About Women offers you a variety of health and educational services:

- Breast Examinations & Mammography, accredited by the American College of Radiology
- Routine Gynecological Exams
- Pap Smears
- Contraceptive Counseling
- PMS Counseling
- Menopause Counseling
- Personal Cholesterol & Blood Pressure Screenings
- Fitness Counseling

National Award Winner:
Public Relations Society of America
Certificate of Merit
for Healthcare P.R. Management
PRSA MacEachern Awards

Copy by
AmyMAvery@outlook.com
Cover Story/Feature:
“The power of words unspoken”
Meredith College magazine
excerpt from the 2,000-word article



Early this year, 12.6 million television viewers watched as one of Meredith's own was surprised with a new home, compliments of 700 local volunteers and the crew of ABC television's *Extreme Makeover: Home Edition*. Since thousands of deserving people have been nominated for home "makeovers," those who know Linda Riggins, Meredith College alumna '98, of Raleigh, were thrilled that the show's producers selected her and her family for such a rare gift.

"When I saw that she was chosen, I just got up and jumped and cried. I just lost it," said Nikki Dublin, '07, who knows "Miss Linda" as her preschool teacher. . .

The feat of taking seven days to raze and rebuild a home for people in need has made *Extreme Makeover: Home Edition* one of America's top-rated reality series. Even so, such a show has its limitations. . .

The millions who saw Riggins on television got only a glimpse of what hundreds of people locally witness in downtown Raleigh: how a focus on giving can influence people's lives in specific, dramatic, and even extreme ways.

"She doesn't even know"

"Miss Linda doesn't even know how much she has meant to me," said Dublin, who has not seen Riggins in more than a decade. "My three sisters and I credit her with having a hand in the women we've become."

Even cast and crew members, who have provided life-changing home makeovers to more than 80 families, gained through Riggins a deeper appreciation of what it means to focus on others.

"[The experience with the Riggins'] sure taught me a thing or two about what it means to be truly selfless, not to have very much but still find it within yourself to give," wrote one of the show's interior designers, John Littlefield, in his on-line blog. "She's a wonderful example of what 'giving' really means . . . just being there when someone needs help." . . .

"When I think about her, I think about me as a tiny child," said Dublin, 35, who with her sisters were preschoolers at Building Together Ministries in inner-city Raleigh where Riggins still works today. "She would always greet me with a big hug and a big smile."

Students at the preschool today tell similar tales.

"When we have a joke, it might not even be funny, but she still laughs," said Tyshell Smith, 10, a fourth grader. "She's a person that would do anything to help you," she added.

College after 30

For Riggins, helping neighborhood families eventually meant that she should go back to college to earn degrees in social

work and women's studies. . . So Building Together offered her one of their first college scholarships, and she entered Meredith's 23+ college re-entry program.

The transition was not necessarily easy. She was a minority, older than the average student, and had not taken the foundational high school courses others had.

"Teachers in class were talking about things like it was review (of past coursework), but I'd never heard of some of those things before," she said. . . Riggins graduated *cum laude* in 1998. . .

Creating opportunities

When the day came for Riggins, her husband, and three children to see the home makeover, Riggins concentrated on more than their new home, which is certainly beautiful inside and out. She was rewarded to learn that over 700 people had volunteered to help with the makeover. That focus on community is a focus she calls forth from others.

"It's important to keep giving back," Riggins said.

"Someone bigger than you sees where you need to be. For me, that someone is God." . . .

"*Extreme Makeover* certainly benefited me and my family," Riggins said. "But it wasn't about me. It's about serving, helping. People who came out got that."

Show producers "got that" too, and planned another surprise. After the Riggins family toured their new home, show host Ty Pennington escorted them into the building that houses Building Together Ministries, the preschool, charter school and after school programs.

Unbeknownst to Riggins, *Extreme Makeover* had performed renovations throughout the 80-year-old structure, at a cost of approximately \$400,000. . .

Extreme results: sidebar

The Riggins' family's new home and Building Together Ministries' renovations are perhaps the most well-known "extreme makeovers" in downtown Raleigh this year. But Riggins plays a role in other dramatic stories, some of which are 30 years in the making.

Nikki Dublin grew up in Halifax Court [public housing] and remembers well her preschool teacher, Linda Riggins.

"We couldn't have known then, as children, that someone's loving and hugging and giving would be so important," she said of Riggins.

In 2002 while in her 30s, Dublin became a Meredith re-entry student, unknowingly following in Riggins' footsteps. "I found out that Miss Linda came to Meredith only after seeing a re-entry brochure with her picture on it," said Dublin, who was unsure then about starting college again as the single mother of twin 16-year-old boys. "But when I saw her, I said, 'Miss Linda did this; I can do it.'"

Dublin will graduate next Fall and return to her old neighborhood to bring dance, drama and the arts to the underprivileged children there.

"Even today, when I see Miss Linda, I see 'I can!'" Dublin said.

Copy by AmyMAvery@outlook.com

Daily e-newsletter (contract work,
6 months)

Audience: employees of Blue
Cross Blue Shield

The Challenge:

*Communicate policy without
relaying a “slap on the
hand” tone*

**If your computer
sometimes seems
sluggish, it’s probably not
because of the heat**



If you’re sending or receiving e-mails with personal pictures, audio and video attachments, you might be contributing to company-wide computer system outages and slowdowns. That affects you and everyone else. Read more to find out about new company procedures that will keep things running smoothly.

What do you do when you receive an e-mail with attachments of pictures of your friend’s adorable baby or a copy of a new music release from your favorite singer? Do you immediately forward it on to 10 of your closest friends? These types of files take up a significant portion of the Company’s e-mail storage capacity. By sending them, you’re clogging the Company’s Groupwise e-mail system and might be keeping coworkers from doing their jobs efficiently.

To address the problem, a new procedure will alert employees and their managers when this bandwidth overuse problem occurs. We’re now sending notices to any employees (and their managers) who log excessive personal use of the company e-mail system.

Why is excessive personal e-mail a problem?

When you forward personal e-mail to a number of people, a copy of that message has to be stored in several places on our computer network. This lessens the ability of the entire network to serve BCBSNC employees and members, especially when large attachments such as photographs, video or music clips are involved. These messages can also cause Groupwise to run slowly and crash.

Both the Code of Conduct ([Responsible Use of BCBSNC Assets](#)) and Human Resource’s (HR’s) [Electronic Communications Policy](#) state that Company assets must be used for valid corporate

purposes only, with the exception of occasional and reasonable personal e-mail and Internet usage.

What are we doing to fix the problem?

We want everyone to be able to serve our members and perform company business as efficiently as possible, so once a week members of two departments, Enterprise Security & Privacy and Information Services, will scan the system to identify employees with the largest volume of e-mails. If the content of the e-mails being sent does not appear to be business-related, we will contact that employee and his or her manager. The manager will be expected to take corrective action.

In addition, if the content appears to be offensive, HR or Ethics will take appropriate action, up to and including termination of employment if the content of the personal emails is particularly offensive.

Questions?

Again, occasional and reasonable personal e-mails are acceptable. If you have questions about what is reasonable personal use of the Company’s electronic communications systems, please consult your supervisor, your [HR business consultant](#) or make a confidential inquiry to the [Ethics Team](#).

Copy by AmyMAvery@outlook.com
(by-lined)

Monthly Small-Business Column, statewide (excerpt)
North Carolina Magazine, “Need more staff?”

Q: “My company’s workload is increasing, and I’m ready to get more help. I know from experience that hiring someone takes time, and I’m already busy. How can I get the right applicants—fast?”

A. Sounds like you’re getting the New Year off to an exciting start. Your focus on getting the “right” person will pay off. According to research on employee turnover, hiring the wrong person can cost you between 50 and 200 percent of the position’s salary, if you include costs like advertising and training. Those add up to big bucks for small business.

Consider the issues below before you spend the first penny on a classified advertisement, and you might find that you don’t need an ad at all.

The right stuff. Even if a staffing company helps with your search, take the lead in the process by defining clearly what you need. First, list exactly what the new employee will do. If you have other employees, consider whether this is a good time to expand their responsibilities or shift them to the new hire. Also list the skills, experience, education and training the ideal employee would have. Make note of related evidence you would need—resume, work sample, references, licenses, etc.—to evaluate each candidate.

Outsourced, temp-to-perm, part-time, full-time? Consider up front all of the hiring options to find the balance between your needs and those of the applicants. For example, the type of employee you need might only be attracted to full-time work, might be available only through outsourcing, or could be scarce enough to require the expertise of a staffing agency. Understanding the job and your market with this in mind can speed up the hiring process.

Spread the word. Classified advertisements can be a key to quick recruitment. But many

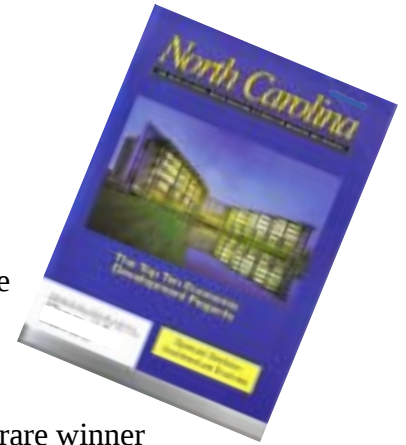
business owners have learned that this method can also bring in so many applications that the rare winner among them gets buried, almost literally. If you advertise this way, spend the extra money for a detailed ad. It could save you time by attracting fewer, but more qualified candidates.

For small companies especially, your candidates will usually come from local sources. So let your own employees, business associates, contractors and customers know what you’re looking for. Make a phone call to faculty at area trade schools, colleges and universities. Use your networks at professional and civic groups.

Almost every week, professional associations send me lists of job openings in my field. You can post your job on similar, highly-targeted lists. Here in North Carolina, the state chapter of the Association of Executives, a professional group of representatives from various trade and industry associations, can direct you to local and national organizations that reach the people with the skills you need. Contact Jim Thompson, jim@aencnet.org, 919-821-1648.

Make contact. Once you’ve narrowed down applicants to the best and brightest, it’s time to make contact. Phone interviews are great time-savers for initial conversations, and they allow you to spend valuable one-on-one time with only the top candidates. Many books and websites can get you started with interview questions, plus provide reminders about the “do’s and don’ts” of interviewing.

Filling a new position, like beginning a New Year, gives you a chance to bring into your company fresh energy and new perspectives. Good luck!



Copy by AmyMAvery@outlook.com

Feature for Baylor University Medical Center, Texas

Audience: lay public with post-graduate education

Topic: Overview of DNA Research

Abstract:

Imagine a future when the family physician can focus solely on a patient's susceptibility to diseases, instead of on existing symptoms of a medical condition.

Genetic research is creating such a future. Both practical and promising research is emerging from virtually every twist and turn of the DNA helix. Discoveries are quickly advancing our understanding of the relationships between human genetics and disease.

"We're experiencing a paradigm shift in the way medicine is being practiced," says Geoffrey S. Ginsburg, M.D., Ph.D., director of the Center for Genomic Medicine at the Duke University School of Medicine in Durham, N.C. "There's a real

opportunity to learn early in our lives about our genetic risks and to proactively plan to avoid illnesses. As a researcher, that's what gets me up in the morning."

[3,000-word story]

Copy by Amy@AveryWrites.com

National Healthcare Trade Journal Article

(ghostwritten)

Topic: Home Telemonitoring

Abstract:

Home monitoring technology is a somewhat rare example of highly effective healthcare Information Technology (IT) that patients "get." This contrasts greatly with the life-saving but confusing technology they encounter in traditional healthcare settings. Clinical and IT professionals throughout the U.S. and in Europe demonstrate that patients learn quickly to understand and grow to value telemonitoring as a tool to take charge of their health.

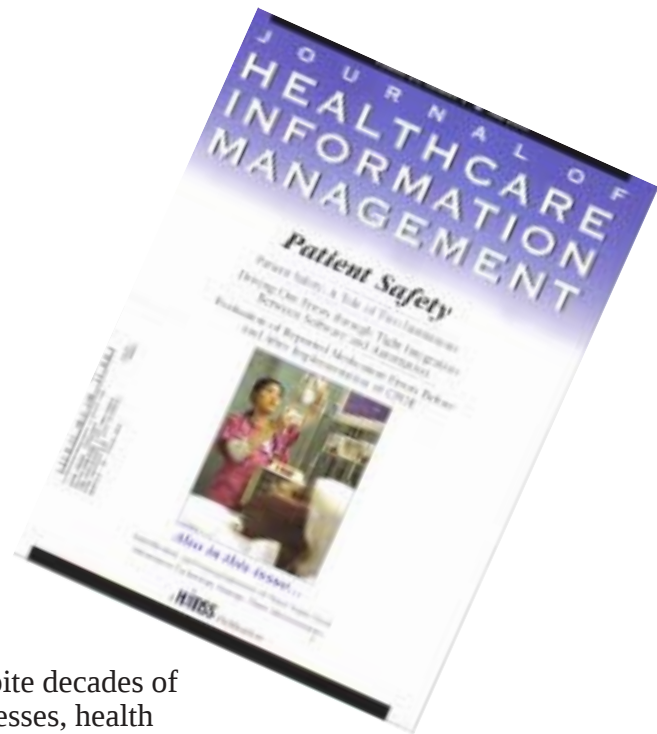
Healthcare providers involved with home telemonitoring programs report significant direct and indirect benefits for all stakeholders, as well as a number of lessons learned when working with:

- patients
- clinical and medical staff
- healthcare administrators and board members
- third party payers

Despite decades of successes, health telemonitoring technologies are still relatively untapped. However, new and advanced technologies are lined up for the marketplace, and demographic and regulatory shifts are already pushing stakeholders towards a new frontier in telemonitoring.

Based on their own experiences and an extensive literature review, the authors conclude: the new frontier of home telemedicine is here. Where are you?

[3,400-word story]



Copy by AmyMAvery@outlook.com
Health Benefits Sales Letter
Audience: Employees of all levels
written at 6-8th grade reading level

Medical ♦Dental ♦ Pharmacy ♦ Vision ♦ Hearing ♦ Chiropractic

Extra Value Dental:

A great option for your family. And for your health.

The earlier you get medical care for an illness, the better your chances for good health. And regular check-ups can help you if you already have an illness or injury.

If the cost of medical care is keeping you or your family from getting the care you need, see how *Extra Value Dental* can help. This is a discount program for [Local ##] members.

Through *Extra Value Dental*, Group Dental Service (GDS) offers access to thousands of medical professionals for:

- Medical care
- Pharmacy services
- Dental care
- Vision care
- Hearing services
- Chiropractic care

***Extra Value Dental* can save you money.**

Every provider in our network has already agreed to give our members a discount. Plus, because *Extra Value Dental* is not insurance, you won't have to worry about reaching caps, or maximum dollar amounts for benefits each year. With this plan, you also won't have to fill out complex claim forms.

Getting the care you need is simple.

- Check out the providers, such as a doctor or pharmacist, who have joined one of our networks.
- Choose the types of providers you need.
- Set up an appointment.
- Pay your provider at the time of the office visit.

Remember, they've already agreed up-front to provide medical care to our members at a discount.

Our members enjoy many other advantages of *Extra Value Dental*.

- Because of the discounts we've arranged, you will be able to reduce the amount you pay out-of-pocket for health care.
 - As a member of *Local ##*, you'll be accepted automatically. There's no red tape.
-

Enroll as an individual, or put your family on the plan.

You can enroll in *Extra Value Dental* as an individual or as a family. The family plan can include up to 10 household members.

We'll get your ID card to you within 7 to 10 business days. Then you can immediately take advantage of the savings *Extra Value Dental* offers. And you can begin getting the important health care you and your family need to stay your healthiest.

Thousands of providers have signed up with us.

For the list of professionals in your area, visit our website at www.address.com. Or call our Customer Service line at 1-866-XXX-XXXX.

—Our suite of plans—

Dental Discount Plan: Count on your smile. It counts for your health.

Having a nice smile is more important than you might think. You and your family need healthy teeth and gums. When you don't catch problems in the mouth early, they can cause illness. The gums can get infections, for example, that spread to other parts of the body. This can be expensive.

Get regular care to prevent problems with the teeth and gums—and to catch problems early.

Our plan for your smile: Extra Value Dental members who choose the Dental Discount Plan can get regular care at a discount. Members pay . . .

Discount Pharmacy & Prescription Plan: Take your medicine. Keep healthy.

Get the health care you need. And take the medicines your doctor says will keep you at your healthiest.

The Discount Pharmacy & Prescription Plan can make this easier. It can help you keep the cost of your family's medicines lower. And we make it easy, because major pharmacies are in our network.

Savings on medicines: The plan includes . . .

Brand-name pharmacies: The over 50,000 national pharmacies in our network . . .

Vision Discount Plan: Take care of your eyes. . . .

Hearing Care Discount Plan: Enjoy all the sounds you might be missing. . . .

Chiropractic Discount Program: Keep your nerves and muscles in line . . .

.....

For you and for your family, get the care you need. At a cost you can afford. Sign up for *Extra Value Dental* today.

Copy by AmyMAvery@outlook.com

Employment Recruitment Script (1 of 4)

University of Pennsylvania Medical Center, Pittsburgh

Recruitment Video Focus: Overview of Advanced Practice Providers at UPMC

Project included 4 scripts:

- pre-interviews of current employees
- off-camera interviews during video shooting
- transcript editing based on actual interviews, as shown below.

Transcript (*Graphics in bold italics*)

[Employee A/Ben] The Advanced Practice Providers who work within UPMC will experience a **(08:15)** level of integration into their patients' care that they won't find in other places. The collegiality between our Advanced Practice Providers and our physicians are second to none. They are partners in health. It is a true collaborative relationship. Advanced Practice Providers within UPMC wholly embrace a team-based approach to taking care of our patients. Using this strategy, I have a great deal of autonomy taking care of patients, **(11:45)** in collaboration with the attending physician, in collaboration with the nursing staff, in collaboration with ancillary staff, the dietitians, the case managers, the social workers, and anybody else who's involved with that care.

[Employee B] The main thing about working at UPMC is that we are active participants. We work very closely with our doctors and I think our input throughout the whole process helps to add to the patient care.

[Employee A] At UPMC, we have Advanced Practice Providers in all different areas of practice, **(09:00)** both outpatient and inpatient. We have Physician Assistants and Nurse Practitioners at our affiliates at UPMC Hamot, where they're the primary deliverers of inpatient care. We have them in academic settings at UPMC Presbyterian and Shadyside, **(09:15)** where they work side by side with residents and fellows in training. We have them in outpatient practices, where they, in some cases, they have their own practices and do their own procedures. We have a very broad scope of practice for **(09:30)** our providers at UPMC. The Office of Advanced Practice Providers oversees about 1300 Nurse Practitioners, Physician Assistants, Certified Registered Nurses, Anesthetists, and Certified Nurse Midwives in the UPMC System, **(06:45)** We have Physician Assistants that work in places as complex as Trauma Surgery, Cardiovascular Surgery, Pediatric Open-Heart Surgery, **(07:00)** and in outpatients settings in Family Practice and Primary Care Practices. We have Physician Assistants and Nurse Practitioners that work in subspecialty groups, like Endocrinology and Gastroenterology.

Learning and teaching

Almost all of my colleagues have some degree of teaching and research opportunities that they participate in within UPMC. **(13:45)** I currently **(13:15)** participate in research related to massive transfusion and temperature. You can participate in mentoring other students in research that they would do. I also lecture at the University of Pittsburgh's Physician Assistant Program, teaching Fundamentals of Surgery. **(13:30)** I also hold academic appointments with Chatham University because of the clinical teaching that I do for them.

The best part about UPMC is that you can really pick and choose what kind of practice setting that matches your life-work **(11:15)** balance

[Employee C] UPMC has offered continuing education throughout **(05:15)** my career, and I was able to obtain a Master's Degree, and just recently, in 2010, completed by Doctorate of Nursing Practice.

Moving up, without moving out.

[Employee D] I started as a Nurse **(03:00)** Practitioner almost seven years ago. I've just been promoted to the Lead Nurse Practitioner with our department. Our acuity is variable. The patients are variable. We have so many different **(11:15)** things to look forward to. I also love working with the staff: It's like a big family.

Be a part of something important.

[Employee C] I like to do what I do. I don't think I could do anything else.

Is yours the career of your dreams?

[Call to action.]

I offer decades of experience in internal communications.

Media:

- ◆ Daily e-news
- ◆ Weekly print and e-newsletters
- ◆ Monthly and quarterly print newsletters
- ◆ Paycheck stuffers
- ◆ Posters
- ◆ Classes and scripts
- ◆ Powerpoint

Internal Stakeholders:

- ◆ Employees
- ◆ Physicians
- ◆ Volunteers
- ◆ Financial Donors
- ◆ Boards of Directors

Messaging:

- ◆ Administration-to-stakeholders
- ◆ Physician-to-physician
- ◆ Employee-to-employee
- ◆ Crisis communications
- ◆ Human Resources support

I also provide simple design using PageMaker/ InDesign, plus project-management for larger, more formal projects.



AMY M. AVERY, M.A.Ed.

Charlotte-area, N.C.

● *well-researched* ● *accurate* ● *on-time* ● *within budget* ●

Unsolicited comments about my work:

Someone asked who was doing our marcom [marketing communications], and I hesitated to tell him--I don't want you to get too busy and forget me! But I did, and I told him you are a bargain, worth every dime.

-- County Economic Development Director

Excellent. Well written and well researched. A very practical article and a valuable piece for our journal.

-- Reviewer for a national industry publication, for a ghostwritten journal-length article

This is one of the best-written case studies I've ever read. Well done.

-- Marketing V.P., B2B healthcare

Wow! You did such a great job! Thanks for making me sound so amazing. No wonder they hire professional writers for these things! --interview subject for a branding campaign

I just wanted to call to say 'job well done.' You took a complicated topic and made it easy to understand.

--Professional interviewed for a feature

I am glad we have you to support our efforts. We just can't do it all ourselves, and I appreciate your help.

--From a client's boss, for on-going contract work

YES!!! This is what I was envisioning. Excellent job!

--From a client regarding fundraising collateral

The client was very pleased. I can't tell you how happy we are. Thank you for all your hard work!!!!

--From a national agency representative

Amy, these are WONDERFUL stories. You're a great addition to our magazine team. . . . Hope you'll be interested in an assignment for the next issue.

--Corporate Magazine Editor

Cancer service line, sample pages:

1. Chest and Lung Cancer Expertise & Experience

At South Nassau Communities Hospital, if you need chest surgery for cancer or other conditions of the thorax (chest), our experts can often avoid the need for traditional surgery. Our cardiothoracic surgeons are experienced in using advanced tools that offer the precision of a computer plus advantages such as a shorter hospital stay and shorter recovery. We also use video-assisted equipment with similar advantages.

Some procedures we offer include:

- Lobectomy, removal of a lobe of the lung
- Wedge resection, removal of part of the lung
- Thoracotomy (pleurotomy), or surgery involving the chest wall
- Video-assisted thoracic surgery (VATS)
- Surgery for cancer

Cancer in the chest area: Thoracic Oncology Program

Focused on the treatment of chest cancer, the skilled surgical team at South Nassau Communities Hospital has unparalleled expertise in:

- Lung cancer
- Esophageal cancer
- Mediastinal tumors, or growths in the chest, including those in the heart, related blood vessels, breathing tube (trachea) and esophagus
- Tumors of the thymus gland (thymoma)
- Tumors of the chest wall

2. Gynecological Cancer Experts

Cancer diagnosis and treatment is a strong focus of the women's care specialists at South Nassau Communities Hospital. Our staff includes a range of dedicated physicians and surgeons with board certification in obstetrics and gynecology. These include one of the area's finest gynecologic surgeons, based at Valley Stream Cancer Center, who is among a limited number of physicians in the region who are board-certified in the subspecialty of gynecologic oncology, or cancer of women's reproductive system.

Our comprehensive services include state-of-the-art diagnostic tests and therapies. Our team works closely with a range of cancer experts to offer advanced radiation, chemotherapy and surgery. Whenever possible, we use "laparoscopic" techniques that require only small incisions, and results in faster recovery. Our surgeons are also highly experienced in using computer-guided (or robotic) techniques that give us greater precision than possible by the human hand alone.

In all that we do, our primary goals are to quickly and efficiently evaluate each patient's needs so we can create the best treatment plan as soon as possible.



3. The Center For Prostate Health

For men with conditions related to the prostate gland, the Center for Prostate Health offers experts who are experienced in the latest diagnosis and treatment options. We're located in the Gertrude and Louis Feil Cancer Center at Valley Stream. So you can get the advanced care you need right here in your community—near work, family and friends.

Our team includes physicians who specialize in urology, oncology (cancer), radiology and radiation oncology. We offer compassionate, expert care and can often schedule appointments quickly. Along with a team of technicians, technologists and other clinical experts, we work with each patient to identify all treatment options. Further, we focus on both care and quality, and our staff has ensured our facility is accredited by the American College of Radiology.

Treatment expertise

Not all hospitals offer every treatment option, but South Nassau offers a full range of care using the latest advances in techniques and equipment. Learn more.

Contact us: South Nassau's Center for Prostate Health (need address and one phone #)

Learn more

- Prostate cancer treatment options at South Nassau Communities Hospital
- Learn more about prostate cancer
- Our experienced team of board-certified physicians and staff
- Diagnosis and treatment for cancer
- National certifications for care and quality
- Support and education for patients and their loved ones.
- Overview of cancer care at South Nassau
- Prostate Cancer Support Group
- Gertrude and Louis Feil Cancer Center at Valley Stream

Copy by AmyMAvery@outlook.com

Employee Handbook for an international company

Objective: To create a user-friendly and engaging print and electronic reference tool for all employees, highlighting the important features and benefits of employment with TB. It should welcome and inspire, and it should create an affinity for TB. Remind employees: We put employees first.

Challenge: Creating a shared document for two divisions of TB, with some of the information geared to each specific audience.

Details: 136 sections, each with multiple pages, with topics ranging from employee orientation to compensation, self-care, workplace violence, and much more. This should also become a manager's reference tool.

Distribution: Every employee and new-hire will receive a copy and must certify receipt.



Sample sections:

Section 1.5.

(Diversity/Inclusion)

We value diversity.

We recruit and hire talented, committed employees from a variety of backgrounds and with a variety of experiences. With an environment of diversity and inclusion, we want every employee to have an equal opportunity to achieve their full potential. This not only benefits you, it benefits your coworkers and TB.

“Diversity” includes differences such as ethnicity, race, gender, age and physical appearance and abilities. It also includes characteristics such as thinking styles, religion and beliefs, sexual orientation, education, nationality and life experiences.

We welcome both the differences and the talents you bring to TB.

Section 155.

Business Ethics

Make the right choices

We expect and require employees to follow all laws, company policies and standards—even when no one else is around!

Making the right choices might be difficult due to any number of situations. But you have a number of resources available to you: our Corporate Compliance & Ethics program, our Code of Business Conduct and our Organizational Values and Ethical Principles. These can help guide your decisions.

Each of us should avoid even the *appearance* of wrong doing at all times, and we should conduct our business in compliance with applicable law. Employees are expected to be proactive, raising concerns about ethical issues, and to report any conduct believed to be a violation to your manager, Human Resources, The Law Department, The Ombudsman or Confidential Disclosure Line. The company will not tolerate any retaliation against you for reporting what you reasonably believe to be a violation of any law or regulation.

.....

Intellectual Property

All inventions made during the time you work at TB are the property of TB. You'll sign a statement that says you understand that you understand this and that you must tell us about (disclose) all of your inventions for a one-year period following the end of your employment.

Section 32.

Grow with TB!

Learn about Professional Growth and Advancement

We've created several opportunities to encourage you to grow and improve as a TB employee. From career ladders to job transfers, take advantage of these ways you can advance with us.

Your Supervisor

Perhaps most important is open communication between you and your supervisor or other managers. We'll let you know our expectations for your job and discuss your performance, goals, achievements and career growth opportunities. We encourage you to speak with your manager or a member of Human Resources about these topics, too.

Career Ladders

TB likes to promote from within. So whenever possible, we've created “Career Ladders” to show you how and where you can gain more experience or expertise in your job. Career ladders list various levels of a job within a “job family.” To advance up the ladder, you might take on new tasks or learn additional skills. Take advantage of these career ladders, and discuss them with your manager.

Job Postings

Every job at TB has an official position description. If you're interested in an open job, check out the position description to see if you qualify.

Want to apply for a new position?

Follow these 2 easy steps:

Background: Written based on SME interview and research, and using detailed buyer personas plus target market and purchase-decision research. *SEO: Clearscope B+ for “the great resignation”*

How employee experience will influence the future of work

3 ways technology can help employers manage COVID-19 and address the great resignation

The COVID-19 pandemic has changed everything, including employee engagement. Employers are scrambling to address record-high levels of people quitting for a different work environment, improved work-life balance and remote work opportunities, fueling what is known to Americans as “the great resignation.” Resignation rates have been highest for those in tech, science and healthcare industries, and employers are seeking retention strategies to fight burnout and help improve the employee experience.

Existing employees are expecting more from employers in the recovery phase of the pandemic. Here are three areas in which benefits leaders, human resources leaders and COVID-19 task forces can use technology to address the changing needs of the workforce and tackle employee turnover:

1. Provide COVID-19 protocols for safe return-to-work sites.

Since the beginning of the coronavirus pandemic, employers have been wrestling with the best ways to bring American employees back to physical locations. Complicating matters is the U.S. Supreme Court’s January 2022 decision to block a federal mandate that required private-sector businesses with 100 or more employees to require workers either get the vaccine or undergo weekly tests.

Some government policies around vaccinations will affect employer actions:

- The U.S. Centers for Medicare & Medicaid Services (CMS) requirement that healthcare workers at facilities participating in Medicaid and Medicare be fully vaccinated
- A second mandate, which is facing legal challenges, requiring Federal employees and contractors to be vaccinated

This leaves vaccination decisions in the hands of employers and may complicate return to workplace plans and pose a challenge to company success.

While workers might have varying reactions to vaccine requirements, employee sentiment seemingly leans toward support for vaccines. Here’s what they’re saying:

- 60% of employees either “approve” or “strongly approve” of workplace policies that ask them to disclose their vaccination status.
- 61% of employees responded affirmatively to the statement, “I’d rather work for a company that requires employees to be vaccinated against COVID-19 than one that does not.”
- 62% of employees believe companies should require workers to get a COVID vaccine before they are permitted to work in the office.
- 71% of vaccinated respondents feel comfortable joining a vaccine credentialing system.

Regardless of the recent Supreme Court ruling, some employers will still require vaccinations. They must also maintain individuals’ privacy and comply with related regulations, such as the Health Insurance Portability and Accountability Act (HIPAA), General Data Protection Regulation (GDPR), unemployment benefits and California Consumer Privacy Act (CCPA).

Employees will need a compliant, simple, trusted way to share their personal health information with their employers.

[LINK: Learn more about how employers can create safer workplace health strategies with technology]

2. Support mental health in the workplace beyond traditional employee wellness programs.

The pandemic’s upheaval has taken its toll on mental health. A September 2021 PULSE Health Poll found that only 20% of people rate their overall mental well-being as “excellent.” Employers are falling short of expectations on providing employee wellness programs. An IBV report found that fewer than 1 in 5 employees give their employers excellent marks for supporting worker well-being during the pandemic.

Employers can offer an array of programs and services to support well-being and mental health in the workplace. Using data and analytics can help them design workplace wellness programs appropriately and monitor their performance.

[LINK: Case study video. Learn how Novartis Business Services helped improve efficiencies and delivered better healthcare programs for its employees]

3. Personalize and simplify employees’ experiences with health benefits.

One employer saw an increase in usage of our “personalized benefits selection” tool, with 38% of workers using it in 2020—up from 25% in 2018 and 30% in 2019. In an environment that has become increasingly complex and dynamic, employers can greatly improve experiences by making things simpler and more tailored to their employees. This is difficult, especially when employers lack demographic tools and sufficient data to understand who their employees are and what they want.

[continued, end of sample]

2 examples: Making internal communications clear

The “ask”: “Send this out as an email.”

The problem: Perspective is too tech-focused for the non-IT audience

Solution: Grab attention, use a pleasant tone and plain language, answer “what’s in it for me (the reader)” and provide a clear CTA

Revised:

Risky apps will soon be blocked. What you can do.

IT teams are increasing Merative’s cybersecurity in ways that could affect everyone at Merative.

We’re preventing data loss by blocking risky apps. If you’re using web-based apps with a browser log-in or other SaaS that’s not on Merative’s “approved” list, take note: they’ll soon be blocked as part of an upcoming effort to improve our cybersecurity.

Among the higher-risk apps that will be blocked are:

- Cloud storage like Google Drive, iCloud, Dropbox, Box
- Webmail such as Gmail, Yahoo! Mail, and Zoho mail
- Social networks like Facebook. (LinkedIn is on the approved list.)

To see [all approved apps](#), visit the [CIO Monday.com board](#).

If your app is blocked

If you’re using the Microsoft Edge browser, you’ll have a chance to continue using the app for a limited time—so you can request an exception.

If you’re blocked from an app for which you have a business need, [complete an IT service ticket](#) and include your business use-case.

Original:

From CISO

Defender for Cloud Apps Implementation

As part of Merative’s commitment to secure our clients’ most sensitive information, the CISO Team will be expanding the scope of “Defender for Cloud Applications.” The tool provides protection by restricting access to Web Applications and sites that increase the risk of significant data loss.

Defender categorizes and evaluates risk ratings for Web Applications. Recently the CISO team implemented the first phase of high risk categories and applications with minimal impact.

As we continue to roll out Defender for Web Applications there will be an observable impact as we incorporate customer contractual requirements based on categories.

Currently there is a targeted user rollout to meet these customer expectations, such not allowing access to personal email, file sharing sites and social media. During this targeted rollout we have also established and are optimizing the exception process to accommodate access requests to Web applications that have a legitimate business need.

As we transition to the final phases of this implementation the scope will be expanded to include all users and updating the risk profile to include medium risk Web Applications.