

# Straight Talk

A weekly update from management on the issues that matter most

February 12, 2009

Dear Friends and Colleagues:

There's a reason we have *two* ears and only *one* mouth—because communication is mostly *listening*! So this week, let's "listen" to two of the many responses to last week's *Straight Talk* on **communications**.

**Joe DeBellis**, Manager of transportation, and a mentor to many, wrote:

*The news media communicate as much doom and gloom as possible. I find myself turning off the TV with disgust. I suggest, we "the team at NCH" spread the "good news," such as how many new employees we recently hired; how we have not cut anyone's hours and in some instances, due to need, some are getting more hours than they have in past years. Our medical benefits have been improved over the last couple of years, while some companies are doing away with them completely. We got a modest pay increase while some companies are asking employees to take pay cuts or work a shorter week. I think you get my drift. We need to remind everyone that we are in an industry that has its share of problems for sure, but we are way better off than most. That's my story and I'm sticking to it!*

**Bev Adams**, an ever-enthusiastic and long-time NCH colleague, shared this:

*After reading your newsletter, I decided to take you up on communicating about our new and wonderful team of patient reps. We started this "Revenue Cycle" department last year. We had to apply for the position of Patient Representative to work with our patients for up front collections and were all pretty scared of what was going to be expected. However, our supervisor, Sandy Nelson, kept us all upbeat and made us feel like we would become great collectors. (I personally thought she was crazy!) But she has made us into collectors.*

*In October, when we just were getting our feet wet, we did about \$40,000-\$45,000 worth of upfront collections. November was about \$50,000-\$55,000. Then everything seemed to start clicking. At the end of December, we collected \$262,075. We were just so proud of that and our higher-ups were too. We just received our January collection total and it was \$264,940—all from nine reps (including Sandy). And I thought you should know who we are: Downtown Naples—**Deborah Swilley, Linda Albanese, Dorothy Bailey, Lucille Bubnis, Bev Adams**; North Naples—**Pamela Hunt, Rosemarie Reilly, Jessica Burnside**; Supervisor **Sandy Nelson**.*

*You're right Dr. Weiss, communication is important!*

Amen, Bev. And thank you to everyone who took the time to write. Open communication helps reinforce the feelings of confidence and success we should all have as we work together to serve the community with quality care. So keep those emails coming. And we'll keep *listening*!

Respectfully,



Allen S. Weiss, M.D., President and CEO

P.S.: Feel free to share *Straight Talk* and ask anyone to email me at [allen.weiss@nchmd.org](mailto:allen.weiss@nchmd.org) to be added.