

April 5, 2010

# Sparrow News



## Setting our sights high

Remember last year when we reaffirmed our mission, introduced our ICARE values, our ambitious vision and new brand promise?

Our vision called on us to set our sights high. Throughout 2009 and into 2010, the Associates, Physicians and Volunteers at Sparrow achieved considerable success, including earning Magnet recognition by the American Nurses Credentialing Center and the introduction of several important new partnerships that expand our scope of service.

Our new brand identity is debuting to the public on Apr. 12. It reflects and reinforces the improvements being made as a result of our hard work and efforts to enhance quality and patient experience.

Expect to hear more from your leaders about how our new brand identity, like our vision, reflects the relationship of compassion and trust between caregivers and their patients, a hospital and its region, of our vision and confidence in an exciting future.

Much like our mission, vision, values and brand promise campaign last spring, our success will depend on each member of the Sparrow team taking ownership of our inspiring story and making it our own.

Each of us is the Sparrow brand – it is through each of our hard work and dedication that Sparrow has achieved so many successes and will continue to achieve success in the future.

**i** To learn more, or see our latest video, visit [ourfuture.sparrow.org](http://ourfuture.sparrow.org).

New Partnerships

New Successes

TCI

Patient Satisfaction

ICARE Values

New Technology

Quality

New Recognitions

Vision





# Tim Staudt receives 2010 Founders' Award

Citing his more than two decades of vocal support and advocacy for the Sparrow Children's Center, longtime Lansing sports broadcaster Tim Staudt received the 2010 Sparrow Founders' Award.

James Butler III, chair of the Sparrow Health System Board of Directors, presented Staudt with the award at Sparrow's annual Founders' Day celebration, Mar. 15, in the hospital's main lobby.

Staudt, known as the "Dean of Sports" for his nearly 40-year career as a sportscaster at both WJIM-TV and WILX-TV 10 has served for many years as a host for the Children's Miracle Network annual telethon, the Tim Staudt Ultimate Golf Outing and the Spartan Marching Band for Kids Concert. His many efforts helped spearhead the development of Sparrow's Children Center and the creation of Sparrow's Granger Pediatric Emergency Department, the only facility of its kind in mid-Michigan.

"Tim has leveraged his status as a dynamic and strong communicator within our community to support and promote awareness of the Sparrow Children's Center," Butler said. "Tim is about helping all of us, by advocating for the finest health care and by working tirelessly to ensure that the people of our region have the very best."

Sparrow's Founder's Award is the highest individual honor bestowed by the Sparrow Health System.

▲ Local sportscaster Tim Staudt became the 15th recipient of the Sparrow Founders' Award for his fundraising efforts on behalf of the Sparrow Children's Center.

## people news



◀ We welcome two new administrative assistants, **Jennifer Rahn** (far left) and **Nancy Palazzolo** to the Sparrow team. Jennifer, who serves as the A.A. for vice president and COO Mark Brett, most recently served in a similar role at Electronic Data Systems. Nancy, who serves as A.A. for vice president and CFO Paula Reichle, most recently served as an executive assistant at Ingham Regional Medical Center.



◀ **Felicitas White** has been selected by the Sparrow Women's Board of Managers as March's Volunteer of the Month. Felicitas has served as an escort/information desk volunteer at the Sparrow-St. Lawrence campus for 28 years.

## brief mentions

### Sparrow Medical Group earns accolades

Congratulations to Sparrow Medical Group (SMG) primary care practices for being one of only two physician organizations that met the overall Physician Group Incentive Program (PGIP) benchmark performance scores established by Blue Cross Blue Shield of Michigan. SMG was also a top performer for the focused clinical measure "Coronary Artery Disease: Statin Drug Use." SMG is one of 34 physician organizations participating in PGIP.

### Children's Ballet Theatre benefits CMN

Several young Sparrow Pediatric Rehabilitation patients with physical disabilities who have benefitted from services at Sparrow Hospital have been invited to perform at the annual spring show of the Children's Ballet Theatre (CBT) which will be held April 30 and May 1-2 at Holt High School. CBT is once again donating some of the proceeds to Sparrow's annual Children's Miracle Network campaign.

📞 Tickets: Adults \$12 Students \$8  
[tickets@cibtance.org](mailto:tickets@cibtance.org) or visit [www.cibtance.org](http://www.cibtance.org).  
Tickets are also available at the door.

### Calligraphy skills needed

Sparrow's Archives Committee is in need of a person skilled in calligraphy to volunteer for several projects.

📞 If you are interested, e-mail Margaret Bates at [jacknmargaret@comcast.net](mailto:jacknmargaret@comcast.net)

# PHP focused on reintroduction to the community

Sparrow's Physicians Health Plan (PHP) of Mid-Michigan is focusing on reintroducing their nationally recognized services following the end of the purchase agreement with Blue Care Network in March.

"Wisely, we maintained a business-as-usual mindset while the deal was pending," said PHP President Scott Wilkerson. "We continued to provide world-class service to our customers and renewed our Medicaid contract as well as more than 95 percent of our commercial groups."



Now, Wilkerson said, the PHP team is working on plans to reinvigorate the business. A wide range of planning activities are underway, including development of a new business plan, new advertising, contacting key stakeholders to renew relationships and focusing on associate needs and well being.

PHP remains financially strong and maintains a loyal customer base. The organization has consistently been ranked one of the top ranked commercial plans in the nation.

"In the weeks ahead, PHP will be reaching out to members of the Sparrow family for support and assistance as we plan for the future," Wilkerson said. "Every Sparrow family member can serve as a PHP salesperson and advocate by educating friends that PHP is strong and vital, that we provide high quality services and that we are prepared for a bright future."

◀ PHPMM President Scott Wilkerson



## obituaries

With deepest regrets we announce the death of **Bonnie Sue Miles** on March 3 at age 57 and **Brian Geisenhaver** on March 5 at age 57. Bonnie served for nearly 13 years as an associate in Environmental Services. Brian served for 30 years as an electrician in Sparrow's Engineering Department. On behalf of the entire Sparrow family, the *Sparrow News* offers our heartfelt condolences to Bonnie's and Brian's colleagues, friends and family.

▶ **Elena Sutu, MD**, a pediatric endocrinologist, has joined the Sparrow Pediatric Subspecialty Clinic. Dr. Sutu recently completed a pediatric endocrinology/diabetes fellowship at the Women & Children's Hospital of Buffalo, State University of New York at Buffalo.



▶ **Mohammed Hamdan, MD**, was recently recognized as one of "America's top oncologists," by the Consumer's Research Council of America. Dr. Hamdan serves as a staff oncologist at the Sparrow Cancer Center.



▶ We say goodbye to **Jackie Thomas-Hall** who served, since 2008, as Diversity Director. Jackie recently accepted a senior leadership role with Kraft Foods.



▶ **A night for dancing.** Sparrow Director of Project Management & Chief Information Security Officer Scott Carney and his wife Molly, sway to the live music *Intrigue* at the 6th annual Sparrow Gala, held for the first time at the University Club of MSU on Feb. 27. More than 640 people attended the cocktail attire affair, which also featured a silent auction, a special ice bar, and casino-style gaming. Nearly \$150,000 was raised by the Sparrow Foundation to benefit the Sparrow Heart and Vascular Center. Special thanks to the Gala Premier Sponsor, Abbott Vascular, and to all the sponsors of this year's Sparrow Gala.





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## Sparrow Brand Identity Contest

**Win new Sparrow gear featuring our new brand identity, gift cards, an iPod or the Grand Prize of a Nintendo Wii game system!**

You can download an entry form from [ourfuture.sparrow.org](http://ourfuture.sparrow.org) (click on "Your Role") Submit your completed contest to the Sparrow Marketing Department by 5 p.m. Friday, April 30 to be entered to win. If you have trouble with the answers, talk to your supervisor, or go online to [ourfuture.sparrow.org](http://ourfuture.sparrow.org).

## Introducing Sparrow's new brand identity

Sparrow's new brand identity starts with two interlocking rings that show the energetic movement of multiple parts coming together, the concept of One Sparrow and the unity of:

- » Caregivers and Patients
- » Clinical staff and the Associates and Volunteers who support them
- » Heritage and vision
- » Quality and Patient experience
- » Sparrow and Michigan State University's human health colleges
- » Sparrow and the mid-Michigan region

The rings of Sparrow's new brand identity also create an abstract "S" in the white space between the rings. "S" stands for Sparrow, for service, for strength.

The vibrant green palette signifies health, growth, freshness and renewal. The darker tones lend a sense of grounding and strength.

Bright and modern, this brand rollout will unite Sparrow's campuses and locations, service lines and affiliates under a single Sparrow banner and a single brand identity.



# Sparrow