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Lexington Chapter

Practice Pros

Volume 3 Issue 4

April 2011



President's Message

Theresa Falcone, CPC, CPC-H, CPC-P

Generational Differences

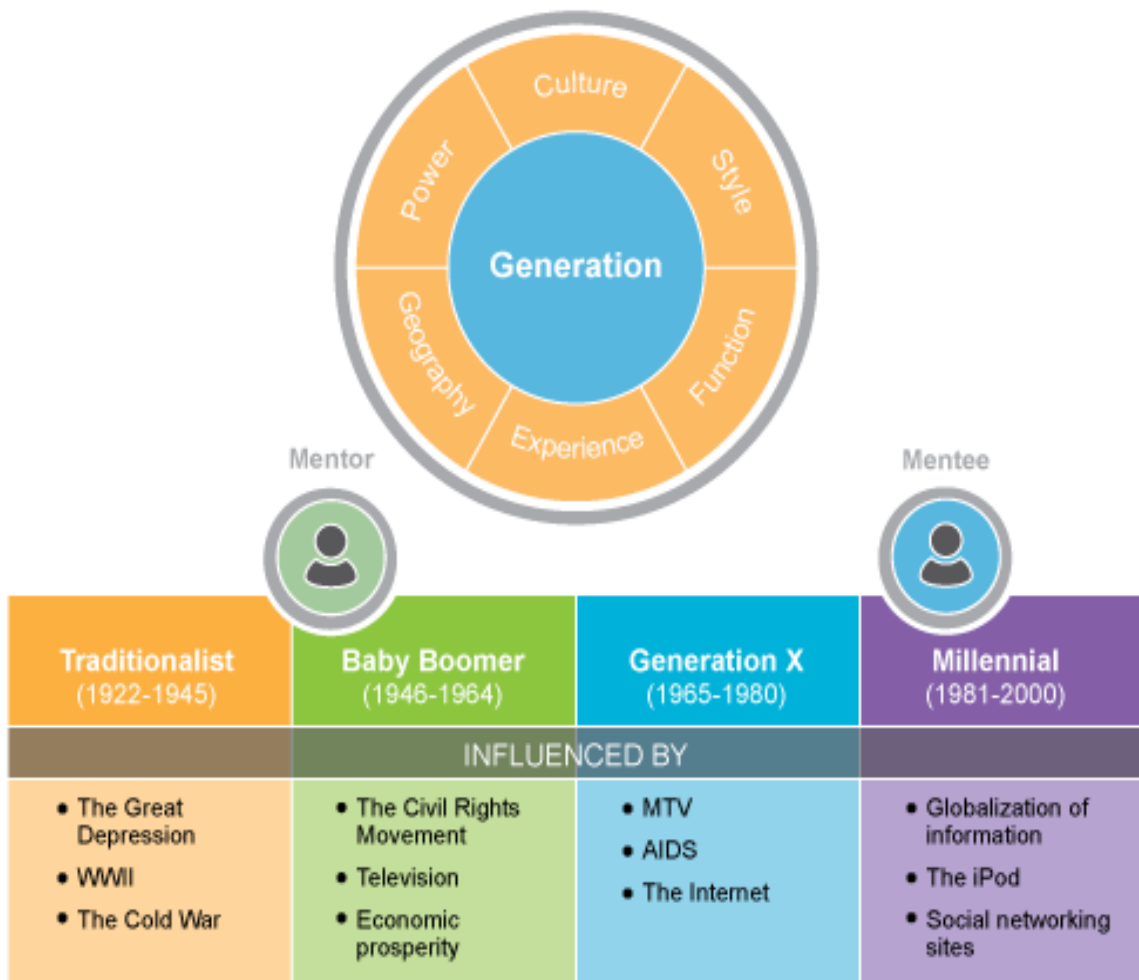
Shoulder pads, parachute pants, fluorescent leg warmers, obnoxious sweaters, acid wash jeans, and who can forget Aqua Net hairspray and huge hair!

Our April Speaker, Melody Ward-Mack with Palmetto Health presented some very enlightening information regarding the different generations we have in the workplace today. As managers and leaders in the healthcare and business industry, it is important to recognize and respect characteristics, work ethic and loyalty.

Melody's presentation was very engaging and she discussed in detail the different generations we encounter in the workplace today.

The Effects of Generation on Mentoring

A generation is defined as an entire body of individuals born and living during the same time frame. In today's organizations, there are four recognized generations. Each is shaped and influenced by the times in which they grow up and the events that occurred during their youth. Please see the chart examples for detailed information about each generation.



Generational Mentoring Model

	Traditionalist	Baby Boomer	Generation X	Millennial
Percentage of Current Workforce*	7%	42%	29%	22%
Core Expressions	Loyal, hardworking	Participative, workaholic	Self-reliant, entrepreneurial	Optimistic, purpose-driven
Work Ethic	Dedicated	Driven	Cynical	Hopeful
Media Preference	Memos, hard copy	Face-to-face meetings	Direct messaging (phone, voice mail, email)	Social media (texting, social networking sites, instant messaging)
Feedback Preferences	Critical only	None welcomed	Will ask for it	Instant and constant
Resource Orientation	Scarce - use only what you need	Abundant - use it all now	Scarce - use cautiously	Abundant - use responsibly
Work Engagement	Chain-of-command, trust authority	Teamwork, trust consensus	Work alone, trust in themselves	Transactional loyalty, trust friends
Internet Capability	Tentative to learn	Playing catch-up	Savvy and literate	Savvy and unconsciously competent
Rewards	Appreciation, honorable retirement	Status, money	Money, training	Meaningful work, rapid promotion, recognition of effort

* Stats from *Managing the Generation Mix* by Carolyn Miller, Ph.D. & Bruce Tugan, HRD Press, 2006.

Know Each Generation!

The more you understand about the uniqueness of each generation, the more you will understand your own behavior and the behavior of your employees. That said, ask yourself this: Can you identify with the rest of your generation? Do you see the differences in the generations and how this information may be useful in managing your staff?



Hospital Website Wins Three National Awards

Submitted by Cristy Marshall

Lexington Medical Center's redesigned website has won three prestigious national awards that honor the best hospital websites in the country. The first award is "Best Redesigned Website" from Greystone.Net and StayWell Custom Communications Best in Class Awards. Panelists reviewed 150 entries from across the country, narrowed them to a list of 50 finalists and created an online ballot. Results of the online voting helped to determine the final winners.

The second and third awards are from Strategic Health Care Communications eHealthcare Leadership Awards. The website won "Best Overall Internet Site" and "Best Site Design" from more than 1,300 nationwide entries submitted by a variety of health care organizations. An independent panel of judges familiar with health care and the Internet evaluated each entry. For "Best Overall Internet Site," judges looked at the delivery of strong health content, interactivity, medical care support, integration with the organization's operations, strength of Web design and ease of navigation. In the "Best Site Design" category, judges looked for unusual, attractive and engaging sites with easy access to key site information and strong branding.

"Lexington Medical Center is honored to have its newly redesigned website honored on a national level," said Mark Shelley, director of Marketing. "Our hospital wanted to create a site that would be a useful tool for our community to find physicians and services helpful to them in an easy and innovative way. We believe our website has accomplished that goal well."

The hospital launched the new website one year ago. Patient focused and user friendly, the website uses easy navigation to a wealth of up-to-date, comprehensive information. Including a collection of more than 600 doctors by name or specialty and a Health Library with thousands of pages of up-to-date information, including multimedia, updated and expanded on a regular basis.



South Carolina
A State Affiliate

SCMGMA
May 18-20 2011
Insurance & Legislative
Forum

It's not too late to register. This will be a great conference right downtown Columbia. We can't afford to miss this information.

Register today!

*****There are also Affiliate Booths available*****

Registration forms are available by going to
www.scmgma.org

Upcoming Meetings

May 18 **Mary Ann Teal with Edwards Jones**
Networking

June 15 **Rita Hardin Orr with BCBS**
The Patient – Centered Medical Home
Lunch Sponsor: Physicians Wear

Monthly meetings are held on the third Wednesday of each month
at the Lexington Medical Center Auditorium.
To RSVP or any questions please contact Jessica Turner at
jessicaturner@sc.rr.com or 803-622-6370

Medical Managers Day *Is July 20th*

Nomination forms for Medical Manager of the Year

will go out via email the first week of May.

Nominations will close on July 8th.

Special Thanks to our April Meeting Sponsor:
Dana Burgess
Palmetto Home Health and Hospice

*If you are interested in sponsoring lunch please contact Trey Hoey at
thoey@bellsouth.net

Special Announcements
Congratulations to Mary Ann Giles (Teal)
on her recent marriage.

Food for Thought

Easy Banana Pudding

5 Cups of Cold Milk
3 small packs instant
vanilla pudding
1 8oz tub of Cool-Whip
1 8oz carton of sour cream
or plain yogurt
5 large bananas sliced
1 box of vanilla wafers

Mix pudding and milk in a large bowl.
Combine sour cream/yogurt
and whip cream together then add pudding mix.
Layer vanilla wafers, bananas, and pudding mix.
Refrigerate for at least 2 hours.

*"Anyone who has never made a mistake has never tried anything new."
- Albert Einstein*