



Connections

Eastern Band of Cherokee Indian's
Health and Medical Division

Volume 5

April 5, 2004

The mission of the Eastern Band of Cherokee Indian's Health and Medical Division is to assist tribal members in achieving and maintaining their desired quality of life, by providing an exceptional, community focused health system and to serve as good stewards of tribal resources entrusted to us.

Make Your Program Different

From the customer service module of Training Ziggets

How do you make your program different from your competitors? How do you make your program the obvious choice for customers?

Most managers who think of those questions often don't have the time or the know-how to answer them. Some decide the questions are too difficult to answer. Some may not know where or how to get the answers. And because they're so busy trying to keep their heads above water, taking care of their customers and paying their bills, they never do answer the questions. And they never do make their programs different, or make their programs the obvious choice for their customers.

But here's some good news: Answering those questions may be easier than you think!

To make your program different so that it becomes the customer's obvious choice, do this:

Ask your customers what they want!

That's what FedEx did. They even reported the results in the *Wall Street Journal*. The FedEx customer said: "I want it on time and in the proper hands. I want it done correctly, accurately, exactly, precisely, perfectly, efficiently, reliably, expertly, proficiently, faithfully, totally, absolutely, unequivocally, unmitigated, maturely, flawlessly, supremely, unsurpassed and certainly without fault. I want it unharmed, unbotched, untainted and unscrewed up. And most of all I want it done cheap!"

Did FedEx get the message? You bet they did. Once they understood what their customers wanted, they took the time to figure out how to deliver it.

Have you asked your customers what they want? If yes, when was the last time? If it was more than six months ago, it's time to do it again!

There are many ways to gather this information from your customers. You could, for example, sponsor an in-department contest. Provide forms for customers to complete. Ask questions about what they want, how they want it, how you can do it better than others, etc.

Another way to get this information is by telephone. Randomly select 50-100 customers and call them. Offer them a reward for spending 10 minutes with you on the phone. Pick their brains. Ask questions. Get to the bottom of why they feel a certain way about your program (or a competitor's).

Of course you can also use the mail or email to collect information. Or a fax. Or door-to-door visitations.

Whatever you do, do something to find out what your customers really want. Then spend the time to make your program different so that it becomes the obvious choice for customers!

“Moments of Excellence”

Attention, Attention, may we have your attention please.

**Congratulations Ms. Hess and Health Occupations
2nd in State HOSA competition in CPR
6th in Extraneous Writing
We are proud of you!**

WE WANT TO KNOW?

Has your staff seen the HMD “Professional Attire” policy lately?

Send your replies by email to jodiadam@nc-chokeee.com or to summlloss@nc-chokeee.com or if you would like to submit anonymously through the mail.

Frequently Asked Questions

Question: I don’t understand why our dress code is stricter than other tribal programs.

Answer: First, I think we hold our employees to a higher professional standard than other program because we serve patients and the public. Second, we like to raise the bar at HMD. I think of it like this... dress like you have a meeting with the Chief today.

Happy Birthday!

REACH	Tara	McCoy	Prog.Assist Nutri Mentor	4	5
Dental	Gayle	Guilford	Dental Hygienist	4	5
HD SchHlt	Cynthia	Keefer	Manager QYHC/RN	4	7
Wound	Marisa	Cabe	Manager Wound Care	4	8
HD CHR	Anna	Cabrera	CHR(old patient adv)	4	8
HD SchHlt	Lillian	Bradley	QYHCCNA/Office Mngr	4	9
WWC	Janice	Smith	LPN	4	12
Diabetes	Karen	Welch	Admin. Clinical Assist	4	16
Cher Pharm	George	Malpass	Pharmacist (PT)	4	17
WIC	Brenda	Cruz	Nutrition Coordinator	4	18

Diabetes	Erica	Stark	Nutritionist	4	21
HD BH	Rebecca	Fugate	Dual Diagnosis	4	23
HD SchHlt	Veronica	Bradley	CNA Elem School	4	23
HD BH	Mary	Wilkie	Youth Therapist	4	27
HH	Ann	Reagan	In-Home Aide	4	28
HH	Cathey	Harrison	Manager Comm Health	4	28

HMD NEWS

ADMINISTRATION

- **HMD want to congratulate Mrs. Hess's Health Occupation classes**
- Thank you Healthy Cherokee and Cherokee Fire Department for assessing our clinics for fire safety. We appreciate it!!! Recommendations will be sent out soon.
- **ALL PROGRAM POLICIES DUE TO JODY BY APRIL 30, 2004. (ELECTRONIC COPY ONLY)**
- HMD is beginning the second phase of our Web Site. If you have suggestions or comments please give them to Summer or Jody by April 30.
- **Just a reminder: This would be a good month to do a mid-term performance review with your employees. Not required but a darn good idea! Also, performance reviews can be done as frequently as needed to help the employee reach their goals, improve their performance and be successful employees.**
- FYI, Clarence Smiley's last day in Lab at CIHA is April 30. He will be assisting IHS with PCC+ development. Call Clarence if you need help with PCC+. Get on his list early as he will be traveling a lot.

BEHAVIORAL HEALTH

CHEROKEE CHOICES

Cherokee Choices after School has been very busy making a short film about the "Uktena" legend to premier at our annual Art Explosion. The film portrays an early Cherokee village and their exposure to the giant snake. All of our students have participated in the film in one way or another. We started filming on March 24th and our last day of filming will be April 7th. Our film set is located on the Oconaluftee Island Park. The Art Explosion will be held April 27, 2004 from 6-9pm at the Cherokee Elementary School. Please come out and support our local actors and actresses.

CHEROKEE COUNTY CLINIC CHEROKEE PHARMACY CHILDREN'S DENTAL

COMMUNITY HEALTH

(CSC, MCC, Health Check, CHN, CHR)

- Congratulations to Eugenia Thompson, Health Check Coordinator, for completing and passing state exams for Certified Nursing Assistant. We are very proud of you Genie!!
- Please remember Kristie Fuller, CHN, in your prayers we are still waiting for a baby.

DIABETES

HEALTHY CHEROKEE and INJURY PREVENTION

Bicycle Safety

Now that warmer weather has arrived the children want to go outside to play and ride their bicycles. This is great; it's good exercise and good for them to be out in the fresh air. However, they could be seriously hurt or worse if they ride their bikes without a helmet. It is estimated that 75% of fatal head injuries among child bicyclists could be prevented with a bicycle helmet. In 2001, 134 children ages 14 and under died in bicycle related crashes. More than 40% of all bicycle related deaths were due to head injuries and approximately $\frac{3}{4}$ of all bicycle related head injuries occur among children ages 14 and under. Parents please protect your children and make them wear a helmet when they ride their bicycles it could save their life. If you or your child needs a bicycle helmet please call Radonna, Michelle, or Sherry to make an appointment.

HOME HEALTH

MEDICAL ACCOUNTING

MEDICAL COMPLIANCE

- The following dates have been scheduled for HIPAA/Compliance Training for employees who reside in the Health Delivery building:
April 19, 2004 2:00-3:00 pm HMD conference room
May 4, 2004 8:30-9:30 am HMD conference room
- Program managers please get in touch with Teri to arrange for her to train your staff.

QUALLA YOUTH HEALTH CENTER

(ELEMENTARY SCHOOL NURSE, HEALTH OCCUPATIONS, HIGH SCHOOL NURSE)

RECOVERY SERVICES CENTER

(RECOVERY COMMUNITY SUPPORT)

Creating Messages to Reduce Stigma: Some Helpful "Do's" and "Don'ts"

DO:

- Be aware of your language, attitudes and biases of sobriety.
- Create messages that respond to the concerns, values and fears of the audience of sobriety.
- Keep sobriety language simple and relevant. Communicate the right message at the right time.
- Provide clear, specific sobriety information – not generalizations.
- Use reliable recovery/sobriety research.
- Present people with addictions as people first, rather than creating labels that define them by their addictions.
- Portray addiction not as an acute illness, but as a chronic condition that can be treated and managed.
- Present a picture of recovery that reflects your audience.
- Remain truthful and respectful.
- Discuss recovery outside of the boundaries of the treatment/recovery field.
- Be persistent in your efforts, recognizing that attitude changes occur gradually over time.

DON'T

- Make assumptions about what your audience knows about addiction, treatment, and recovery.
- Exaggerate statistics or successes.
- Present the situation as "desperate". Very few people want to support a losing one.

- Be a victim. Do show the positive and responsible contributions of the treatment field and recovery movement.
- Portray persons with addictions as scary or dangerous individuals.
- Oversimplify treatment as a quick solution. Instead, show treatment and recovery as a long-term process.
- Use stigmatizing language (other than to explain why the language is stigmatizing).
- Use jargon or terms the audience may not understand. Explain what terms such as “treatment” and “recovery” entail.
- Violate anyone’s privacy or anonymity.
- Bring up debates that should be settled within the field.

These are just a few ways to aide in the reduction of the stigma surrounding being in recovery and being sober. Only you can destroy the negative feelings and thoughts of sobriety.

**SUPPLEMENTAL HEALTH INSURANCE
THIRD PARTY BILLING
TRIBAL CONTRACT HEALTH SERVICES
URGENT CARE
WELLNESS CENTER**

WIC

The WIC staff would like to wish everyone a happy and safe Easter holiday. Birthday wishes this month go to Brenda Cruz. Hope you have a great day!!

While at a WIC vendor training meeting with some of the other local county NC WIC staff, the Graham Co. WIC ladies told us they had heard about our incentive program, WIC POINTS. It seems some of their Indian participants have decided to transfer over to our program. This is an unexpected plus! We originally started the program to increase our appointment show rates and didn’t know it would help attract potential clients.

Just a reminder to all managers about Administrative Professionals Week/Day, April 18 – 24/April 21. If you have great support staff like I do, I know you’ll want to do something special to recognize how instrumental they are to us in getting our jobs done!

April 2004 is the 28th anniversary of National Humor Month!

Consider taking a humor break or keeping a book of jokes or cartoons handy. If it makes good sense to keep a first-aid kit for medical emergencies why not a laugh-kit to deal with stressful situations? Consider reading something funny ten minutes before a meeting or potentially stressful situation. A smile or chuckle will relax and better prepare you for a confrontation. A good laugh makes you feel good and allows you to think more clearly and quickly. Humor can make you more efficient and allow you to function better. Here’s a little food related humor ... A man was riding in the back of his limousine when he saw a man eating grass by the roadside. He ordered his driver to stop and he got out to investigate. "Why are you eating grass?" he asked the man.

"I don't have any money for food," the poor man replied.

"Oh, please come to my house!"

"But sir, I have a wife and four children..."

"Bring them along!" the rich man said.

They all climbed into the limo. Once underway, the poor fellow said, "Sir, you are too kind.

Thank you for taking all of us in."

The rich man replied, "No, you don't understand. The grass at my house is over three feet tall!"

**WOMEN'S WELLNESS
WOUND CARE**

REPORTS

**HMD MANAGER'S
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CIH DEPARTMENT HEAD**

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