

# STAT

## Staying Together As a Team

### Lynn County Hospital District



*Our Mission Statement:  
A compassionate group of professionals, committed to healing our communities.*

#### Our Reputation: Stace D. Holland

Last month we had a patient present to the hospital and because we were not familiar with his insurance and since he didn't speak fluent English his experience was negative and he did not receive the type of service we pride ourselves on.

Sometimes things fall through the cracks and our services are not delivered as we desire, but I have discovered through experience it's not what we did wrong that our costumers remember, it's the way we handle and rectify the mistake they remember. We have all heard that an angry person may tell 100 people of their bad experience, but let me tell you a story about how "social media" has changed that number.

A singer/songwriter was flying from Nova Scotia to Nebraska, with a layover at Chicago's O'Hare airport. As he was preparing to leave the airplane, he overheard a passenger say, "My Gosh! They're throwing guitars out there." When David, the singer/songwriter and the other band members looked out to the tarmac; where the luggage was being unloaded, they recognized their guitars. They couldn't believe what they saw. Their reaction was a blend of terror & anger.

Later Dave discovered that his \$3,500 Taylor guitar's neck had been broken.

What followed was a customer service nightmare. Dave tried for nine months to get a claim processed with United Airlines. The response was a firm and consistent "no." They claimed he had waited longer than 24 hours to process a claim, so he was out of luck. He tried phone calls. He tried e-mails. He even went so far as to suggest that instead of money, United give him \$1,200 in flight vouchers to cover the cost of repairing the guitar. United held firm. They said, "No."

So, what else could a singer-songwriter do?

David decided to write a song and produce a music video. The song was titled, "United Breaks Guitars." He put it up on YouTube and it went viral. If you don't know internet slang, "viral" means one person sends it to ten of their friends, who send it to ten of their friends, who send it to ten of their friends, and so on. It also means that pretty quickly very large numbers of people were singing along to "United Breaks Guitars."

As of this article the video had 10,772 839 views and caused United's stock to drop in value by \$180 million

We live in a world where YouTube videos can get a following overnight. A website such as [www.your-business-sucks.com](http://www.your-business-sucks.com) can be set up and operational in about an hour.

**Having a philosophy of doing the right thing is more important than ever.** Information now travels at the speed of the internet. Sadly, bad news seems to travel faster than good news. Deliver exceptional service and high quality products. Turn your customers into raving fans. Use that base of support to get positive reviews on social media sites. They way to counter an unhappy customer's one star rating is by having ten five-star ratings already in place. So, first earn the positive reviews from your customers. Next, encourage them to share those positive reviews with other.

Building an excellent reputation is a process. It's not a single event. An excellent reputation is the result of many positive actions over a period of time. There are, however, some strategies that can accelerate the process. The best time to implement them is **now**, before anyone starts singing songs about us.

Inside this issue:	
Fitness Center	2
Lab Knowledge	2
Human Resources	2
Lynnwood	3
Radiology	4
Commitment to Care	4
April Dietary Menu	5

## Fitness Center & Physical Therapy

### Top 10 Reasons to Exercise!

10. Reduce Stress
9. You will Sleep better
8. You Will be more productive at work
7. You will have more energy
6. Increase muscle strength/endurance
5. Improves your mood
4. Improve cardio health
3. Meet new people/socialize
2. Lose weight
1. You get to see the awesome PT department

**Pilates:** Mondays 6:00 PM to 7:00 PM

**Fitness Classes:** Zumba from 6:00 PM to 7:00 PM Tuesdays & Thursdays

**CrosSculpt:** Tuesday-7:00 PM to 8:00 PM CrosSulpt combines the fat burning of tabata style rounds, with the toning and strengthening of sustained/controlled exercises. Add a dash of heart pounding turbo boosts. All mixed together with CONSTANT core training. Lead by April Langehennig a CrosSculpt certified instructor.



We've got a lot going on here! Just for you!

## Lab Update: Alex Toralba, MSMT, MT(ASCP)

### **Ten things you should know about Medical Laboratory Testing**

from your laboratory neighbors

#### #9: Lab results can vary on the same test performed at different laboratories



- ◆ Laboratories may have different instrumentation and reagent suppliers. This is why your result may be vary slightly from lab to lab.
- ◆ Slight changes in your results from time to time within the same lab may not be significant.

\*\*Brought to you by the Promotion of the Profession Committee of the American Society for Clinical Laboratory Science.

\*\*Special thanks go out to Shirlyn McKenzie, Ph.D., MLS, SH (ASCP)

Next issue.....#10 you should know about Medical Laboratory Testing

## Human Resources

### New Employees:

Jim Brown ~ Communications Director/IT

Blanca Hernandez ~ Lynnwood

Ricky McCarty~ Nursing

Welcome them when you see them!

### Job Openings:

RN's Nights

Outpatient Speech & Language Pathologist- Part Time

Outpatient Occupational Therapist- Part Time

Certified Medical Assistant-Family Wellness Clinic

RN -Assistant DON & ER Supervisor

## Laughs at Lynnwood



The Lynnwood Residents & staff look forward to the activities that are planned each day. Whether it is an afternoon card game or a day filled with laughs, everyone has the opportunity to participate.

In March we all enjoyed a day filled with fun celebrating Mardi Gras then moved right on to St. Patrick's Day. Planning activities that involve so many different personalities is not easy, but finding something for everyone is part of the fun.

Since we spend so much time at work, it's nice to break up the monotony and laugh a little. Laughing with others makes the day seem shorter and definitely makes our hearts stronger. When we enjoy our day, then we are able to share that joy with others. Share a smile with someone else today!

Coming together is a beginning  
 Keeping together is progress  
 Working together is SUCCESS!

~Henry Ford



**Malena Vitolas, RT (ARRT)**

*Looking ahead:*

## MRI: Magnetic Resonance Imaging



Lynn County Hospital District currently provides MRI through a mobile MRI service, Diagnostic Management Group. Days of service are Fridays.

**LCHD is excited about our vision of including MRI, as a service of the diagnostic imaging department in the New Nursing Home/New Hospital project.**

[www.lchdelathcare.org](http://www.lchdelathcare.org)

**What is MRI?**

MRI uses a powerful magnetic field, radio frequency pulses and a computer to produce detailed pictures of organs, soft tissues, bone and all other internal body structures. The images can then be examined on a computer monitor, transmitted electronically, printed or copied to a CD. MRI does not use ionizing radiation (x-rays).

Sources: radiologyinfo.org



PO Box 1310  
Tahoka, TX 79373

Phone: 806 998-4533  
Fax: 806-561-4049  
E-mail: jallen@lchdhealthcare.org

## Commitment to Care

### Upcoming Events:

**GO Green:** Keep bringing your aluminum and plastic for recycling. The cans will be donated to the Sr. Citizens.

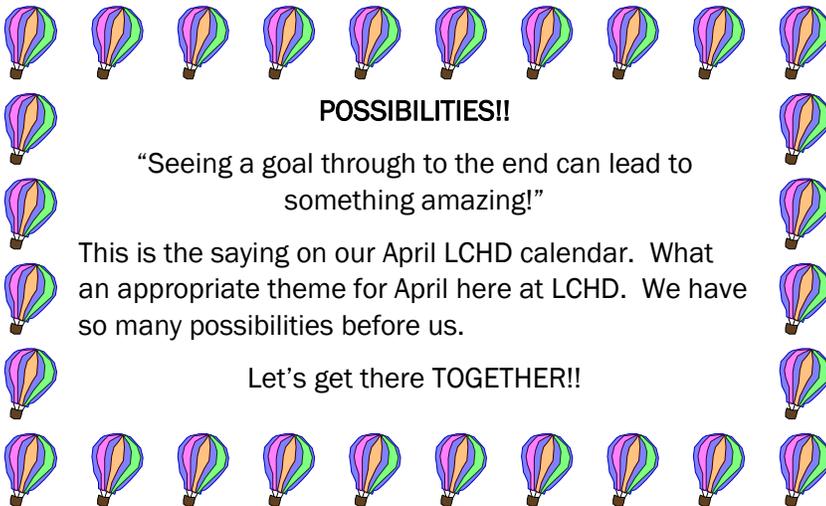
**March 31st: Doctors Day Breakfast** All are invited to a 7:30AM come and go breakfast in the dining room to say thank you to all our Docs!

**April 26th : Hospital Auction**

**May 3rd: Community Wide Garage Sale** \$10 gets you a spot to sell your goodies. Rental funds will go towards our Diabetes Walk in June.

**June 12th: Diabetes Walk** We will be coordinating a walk around the community (2miles) to raise awareness for diabetes and have so fun events here on the hospital lawn.

**Next meeting: 4/8/14** New members are always welcome!



### POSSIBILITIES!!

“Seeing a goal through to the end can lead to something amazing!”

This is the saying on our April LCHD calendar. What an appropriate theme for April here at LCHD. We have so many possibilities before us.

Let's get there TOGETHER!!

