



CONFERENCES & MEETINGS

Grand Rounds
Thursday, May 10, 2007, 12:00 Noon
Clinic Auditorium

Patrick Nachman, MD
Associate Professor of Medicine
Division of Nephrology

Richard Semelka, MD
Director, Magnetic Resonance Imaging
Professor and Vice Chairman
Department of Radiology

M. Andrew Greganti, MD
Professor and Vice Chair
Division of Geriatrics

**Nephrogenic Fibrosing
Dermopathy
Secondary to Gadolinium**

FROM DIVISIONS

- **Cam Patterson, MD, FACC**, was elected to the Council of the [International Society for Heart Research](#).
- **Christopher Klipstein, MD**, will address the Class of 2007 at the School of Medicine Commencement ceremony on May 13.

ANNOUNCEMENTS

- No Grand Rounds on May 17. Next Grand Rounds will be on May 24.
- School of Medicine Commencement is May 13 at the Dean Smith Center. It's not too late to participate. For more information, please contact [Jeri Copeland](#) in the Office Student Affairs at 962-8334 if you are planning to participate or considering participating in the ceremony.

FROM THE CHAIR'S OFFICE

Below is the same column that was featured in today's issue of Physicians' News. We wanted to re-run it here for everyone in the department to read as well.

Last week, the UNC HCS kicked-off our new initiative, "[Commitment to Caring](#)." The program was developed by the UNC HCS in collaboration with the Baptist Leadership Institute. I want to give you some information about the program, and tell you how impressed I was with the presentations by the Baptist Leadership Institute consultants. This column will be a basic introduction, but we'll address this again in Physicians' News as we progress with the initiative. You'll be hearing a lot more about Commitment to Caring in the future.

The Commitment to Caring initiative rests on six pillars - People, Service, Quality, Finance, Growth, and Innovation. These pillars support our goals of providing the very highest quality of commitment to our patients and their families, our team, and our community. There is considerable overlap in all of these areas and the initial focus will be in improving our commitment to people and service, including all of us who work in the UNC HCS and our patients and their families. The Baptist Leadership Institute has worked in these areas for a number of years now and is highly acclaimed for their commitment to people and service. They have received numerous awards including the Malcolm Baldrige National Quality Award in 2003. The Baldrige is the nation's highest Presidential honor for organizational performance excellence and only four health care organizations have received it.

What impresses me most about the approach that we're developing is that it is neither complex nor difficult to understand. Basically, it is a series of means by which we can empower ourselves and our employees to make changes that will improve both our work environment and our service to patients.

In the presentation by Baptist Hospital, they explained how everyday at a certain time all members of the organization, including staff, gather together for 10 minutes to discuss a topic both germane to the entire organization and specific to their area. It was clear from the video of the Dietary/Food Services Division that this sort of communication was very meaningful to the staff. It really made them feel like an important part of the organization, giving them the opportunity to hear and understand the issues they might otherwise only be aware of peripherally. As you know, one of my major concerns is how we communicate with each other and I was most impressed with the idea of the daily huddle.

While we have had a number of starts and stops in improving quality service and the workplace environment here at UNC, I think what distinguishes the Commitment to Caring initiative will be the intensity of the program, the duration of the initiative (BLI will be involved with coordination and supervision for two years), the breadth of issues that will be addressed within our organization, and the track record of success using this approach at many different institutions.

This all reminds me of an HBO special I saw about John Wooden and the UCLA basketball dynasty of the 1960s-70s. In the hour-long special, they described how Wooden instructed his players (who were among the most talented athletes in the world) on how to tie their shoes, how to pull up their socks, how to do everything from the mundane to the complex in their lives. Every practice was identical in terms of drills, the order of drills, and the precision that they required, and it was this attention to detail and repetition that really made them a strong team and formidable force. Established routine was the basis of UCLA basketball. While dealing with a health care system organization is notably different than basketball, there are many similarities and I believe this initiative will allow us to become the team we all strive to be and, in doing so, make this a premier place to work as well as provide the highest level of service to our patients.

In future newsletters, we'll take more time to address the six pillars of Commitment to Caring, and bring you updates on what is happening around the HCS. Hopefully, you will all be experiencing the changes in your day-to-day work as well. As always, I encourage you to contact me if you have comments on this or suggestions.

Questions or submissions, contact katie_obrien@med.unc.edu.