

AUGUST –
SEPTEMBER 2010



Shepherd
Center

Rehab Gab

For and about the employees of *Shepherd Center*

35 Years: Shepherd Center Then and Now

Every day, Dr. David Apple has a “wow” moment.

The medical director emeritus of Shepherd Center says it happens during his morning commute, when he first spies the collection of buildings that makes the Shepherd campus on Peachtree Road. Then he thinks about the Center’s earliest days — six beds in rooms leased from an Atlanta hospital.

There were no counselors, case managers, recreational therapists, educational specialists or researchers. Only a small team of doctors, nurses, therapists and administrators who were determined and dedicated to make Shepherd a success.

Dr. Apple started at Shepherd in 1975 as medical director, working basically as a volunteer. He received payment from the patients, but did not receive a salary. Though he had to convince his wife, then pregnant with their fourth child, that the move would be a good one, he took the job and never looked back.

“When I look at where we started and where we are today, it’s unfathomable,” he says. “It’s been such a rewarding journey.”

By the time Shepherd’s president and CEO, Gary Ulicny, Ph.D., came on board in 1994, the Center had moved to its current location. It then had 100 beds. The hospital was doing well, but needed a push to the next level. Under Gary’s leadership, the brain injury unit opened with 20 beds, outpatient services were offered at Shepherd Pathways and management was streamlined to make the hospital run more efficiently.

Gary also focused on morale. “When I came, employee satisfaction was at 60 percent, which is the national average,” he says. “Now it’s 95 percent. We have put a lot of effort into making sure the staff is happy and on board with what we want to accomplish. They are the most valuable asset we have.”

Although Shepherd had some measure of research throughout the years, the opening of the Virginia C. Crawford Research Institute in 1995 signified a strong commitment to improving patient care and outcomes. To Dr. Apple, that milestone completed the “third leg” in achieving excellence.

“Three things make a hospital a center of excellence — good patient care, a research component and involvement in education,” Dr. Apple says. “Today, we have all three.”

Shepherd also has grown to almost 1,300 employees and 132 beds. It’s garnered national recognition and attracts patients from all over the world. And while services

have expanded, the focus has been fixed on providing a high quality of care in a family-like atmosphere.

“What I dreamed about when I came here was making this place the best rehab hospital in the country, and I think we’re getting there,” Gary says. “But we can’t get complacent. We need to keep the pedal to the metal and remain on the cutting edge. Our success depends on it.”

In terms of the future, Shepherd is expanding programs like Beyond Therapy® outside of Atlanta to accommodate more people. It will also continue to emphasize bench-to-bed research. Shepherd is also strengthening its brand and relationships with trauma centers and payors by creating professionally-narrated educational DVDs that will be distributed nationally. Mounting efforts are also underway to achieve Center of Excellence status with managed care plans and large employers.



Left: *Shepherd Center in 1975.* Right: *Shepherd Center today.*

Calendar

AUG. 12

Sports Expo
For Inpatient and Day
Program and community
members
4 – 7 p.m.
Livingston Gym
Dan Humphreys, ext. 7797

AUG. 31

Auxiliary Purse Extravaganza
9 a.m. – 2 p.m.
Across from Security on the
1st floor of Marcus-Woodruff
Building
Midge Tracy, ext. 7315

SEPT. 22

Outdoor Expo
Evening
For Inpatient and Day
Programs
Livingston Gym

SEPT. 22 – 24

SCI World Congress
*Shepherd staff will be
speaking
Las Vegas, NV
Diane Johnston, ext. 1386 or
Teresa Foy, ext. 7678

SEPT. 23

Auxiliary Bake Sale
9 a.m. – 2 p.m.
Across from Security on the
1st floor of the Marcus-
Woodruff building
Midge Tracy, ext. 7315

DAYS TO REMEMBER

- September: Pain Awareness Month
- Sept. 12 – 18: Healthcare Environmental Services and Housekeeping Week
- September 19 – 25: Rehabilitation Awareness Week

Shepherd Lifer: Lesley Hudson



Lesley Hudson

Dr. David Apple, the new medical director at Shepherd. Her job is to jot down the numbers on Dr. Apple's desk furniture.

But during her brief visit to his office, the two strike up a conversation.

"He asked me what I was doing on the floor recording inventory tags when I had a master's degree," recalls Lesley, who had been a teacher. Eventually Dr. Apple persuaded her to come to work for Shepherd.

While Lesley had just moved to Atlanta from Rhode Island — and while Shepherd was a new enterprise — she sensed the offer was a "life-changing opportunity."

"I was standing at the right place at the right time," Lesley recalls. "I realized I had a significant opportunity to make a real difference in the growth of an organization."

Her official title was administrative

coordinator, but her job description might have read Jill-of-all-Trades. Through the years, Lesley simply took on whatever needed to be done. She hired new employees, admitted new patients, developed the new business office, started the outpatient program and oversaw the monumental move to the Peachtree location. She even founded the research department, long before it became the Crawford Institute.

Rewind to 1976: Lesley is working as a temporary taking inventory in the hospital that houses Shepherd when she walks into the office of

Dr. Apple, the new medical director at Shepherd. Her job is to jot down the numbers on Dr. Apple's desk furniture.

But during her brief visit to his office, the two strike up a conversation.

"He asked me what I was doing on the floor recording inventory tags when I had a master's degree," recalls Lesley, who had been a teacher. Eventually Dr. Apple persuaded her to come to work for Shepherd.

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Shepherd Center Ranks Among Top 10 in *U.S. News & World Report's* 2010 America's Best Hospitals



Rehabilitation

Shepherd Center was again named one of the top 10 rehabilitation hospitals in the nation in a *U.S. News & World Report* survey. Shepherd Center ranked No. 9 among 20 hospitals that earned a spot in the magazine's survey of rehabilitation hospitals. Shepherd Center holds the distinction of being the only rehabilitation hospital in the Southeast that is listed in the survey's top 10.

"We are honored to rank among the top rehabilitation hospitals in the country and especially proud to be the highest ranked rehabilitation hospital in the Southeast," said Gary Ulicny, Ph.D., president and CEO of Shepherd Center. "Being included for the 11th year in a row shows that our peers are recognizing the specialty care we offer to individuals who've experienced a spinal cord or brain injury."

The standards for ranking in the "Best Hospitals" survey are rigorous. Rankings for rehabilitation hospitals are based on nominations among physicians. Physicians are asked to name hospitals they consider the best in their specialty, regardless of location or expense.

The Gab

around
Shepherd

What is your fondest
Shepherd Center
memory?



Cathi Dugger



Maurice Jackson

"The constant examples of restoration in the lives of the patients and their families I've seen throughout the years, each and every day. It serves as a heartfelt reminder that whatever the issue that we may face in life, restoration is always possible."

"One of my top ten is the Rock 'n' Roll bus unveiling. And, taking the kids to Six Flags and getting soaked on Thunder River was also one for the books."



Barbara Jones

"My heart goes out to all the patients. Seeing families stick by their loved ones warms my heart."



Carlton McGhee

Carlton McGhee: Working on a Promise

When Carlton McGhee was old enough to start working, he made a promise to his father: he would keep the same job for 30 years. Lawrence McGhee worked at a Coca Cola bottling plant for 30 years

and expected the same career longevity from his son.

Carlton is well on his way to keeping that promise. He came to Shepherd in 1985 as a floor tech in the Environmental Services Department. It was his first job. Back then, there were only 10 employees in the department. Now, 25 years later, Carlton is a supervisor and more than 60 employees work in his department.

He says the best part of working at Shepherd has been the national recognition the hospital has received from media outlets such as *Newsweek* and CNN. "I'm proud

to be a part of this hospital," he says. "It's like being on the Atlanta Braves and winning the World Series. You see the spirit of harmony and technology working together. I also like being a part of a place that helps restore hope back into people's lives and dreams, by helping people go that extra mile with a positive mental attitude."

Carlton has seen a lot of changes to Shepherd in the last 25 years, beginning with the name change from Shepherd Spinal Center to Shepherd Center. He fondly remembers "The Pit" — the dirt parking lot where employees parked before the Marcus Building was built. He also marvels at the changes in technology Shepherd has implemented to improve the patients' quality of life.

One thing that has not changed in the last 25 years is the family-type atmosphere and the fact that Carlton truly loves his job. For those reasons, he will likely keep the promise he made to his father.

"It's an easy promise to keep," says Carlton. "I like working here. You know you're giving a helping hand to society just doing what you do."

Resource Corner

Resource Name:

National Council on Independent Living (NCIL)

How to access:

<http://www.ncil.org/>

About ADA Centers:

NCIL advances independent living and the rights of people with disabilities through consumer-driven advocacy

Shepherd Center Anniversary Trivia

The first person to email to Caroline Hemingway the correct answer will win a t-shirt from shepherdstore.org.

1. When Shepherd Center's 2020 Peachtree Road building opened in 1982, what was the official population of ATL? (Hint: the answer can be found on 1st floor)
2. When did the Advocacy Program begin?

Welcome

New Employees

- JACQUELYNE ALLEN, ABI
- ALEXIS ANTONELLI, ABI
- BRANDIE COWENS, PCT
- MARTHA DEREIMER, RESPIRATORY
- STEPHANIE DUNHILL, ABI
- SAMANTHA HAMMONDS, PHARMACY
- PICOLA HILL, PCT
- SARAH HOWELL, NRN
- MEGAN HUNTER, SCI
- LASHUNDRA LAWRENCE, PCT
- JULIE LYNCH, SCI
- KEISHA MCDOWELL, SCI
- JUDITH MORETZ, SCI
- BRITNY NOLLEY, PCT
- ANGELA NORWOOD, PCT
- GREG OGUNNOWO, NRN
- MOJI OYEWOLE, PATHWAYS
- FRANCESCA PENN, LAB
- BRANDY PRIEST-TURNER, SCI B
- GENEINE ROBINSON, PCT
- LEE THOMPSON, ENVIRON. SERVICES
- EVETTE TISDALE, PROMOTION
- ALLYSON WILLS, BRIDGE
- KIMBERLY VAUGHN, SCI

How We Implement Shepherd Center's Standards of Behavior

Shepherd Center's seventh Standard of Behavior is "Support teamwork — we can only succeed together." Below are descriptions of employees who've exemplified the seventh Standard, as submitted by their colleagues.

- **Jerry Queen, IS:** "Jerry has shown everyone in the call center how to use the new phone system in a very efficient way. Clients are able to talk with a live person. Jerry is always smiling and has a very positive manner in all aspects of his work. He is never too busy to assist any of the Shepherd employees."
- **Katy Petrush, CM:** "Katy is an excellent case manager who always researches all angles that affect our patients and gathers information from all the team members and pulls them in for critical meetings, discussion and education. She clearly understands all of our roles and makes sure all runs smoothly!"
- **Antoinette Stewart, OPS:** "Antoinette goes above and beyond the call of duty to help her staff. You can always depend on her to relieve staff when we are short staffed. She is dependable, reliable and always willing to lend a helping hand."



Department Spotlight: Radiology

With nine employees, the Radiology Department at Shepherd Center accomplishes a number of duties. Their duties include taking X-rays, assisting in video urodynamics, and doing vascular ultrasounds, which are used to analyze for blood clots. An interesting fact about radiology is Shepherd is now connected to the "PACS" system which means that all the X-rays, as well as ultrasounds, are downloaded to the internet. This allows off-site radiologists to receive and analyze images.

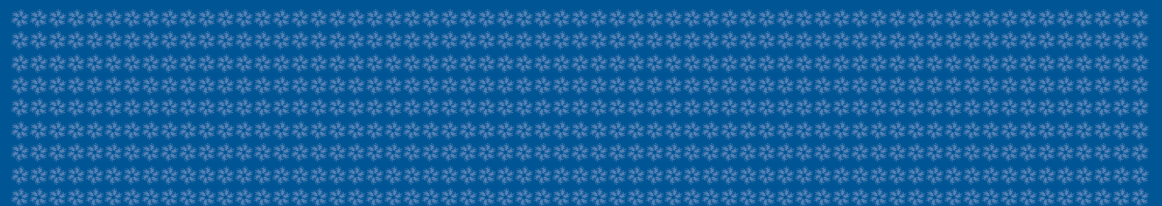
"It's great to work in the Radiology Department because we're able to see the progress of our patients during their stay at Shepherd," Radiology Technician Traci Beckles says. "We really operate like a close family in this department."

Story Ideas?

Contact the Editor: Email Caroline Hemingway at caroline_hemingway@shepherd.org or call 404-350-7645. Rehab Gab is available online at www.shepherd.org/publications



Shepherd
Center



Shepherd Center's mission is to help people with a temporary or permanent disability caused by injury or disease rebuild their lives with hope, independence and dignity, advocating for their full inclusion in all aspects of community life while promoting safety and injury prevention.