

# All About Staffing's **Connection**

We're All About Keeping You Informed

All About Staffing, Inc., an affiliate of HCA, is a leading provider of high quality healthcare professionals to more than 200 HCA entities. With more than 20 offices located nationwide, All About Staffing is in the unique position to offer the strength and stability of a large corporation through the recruitment, coordination, and placement of healthcare talent with the choices and flexibility of a staffing agency.

All About Staffing proudly offers its healthcare professionals a vast array of career choices throughout its nationwide network as well as offering the "Opportunity For A Lifetime", a full range of opportunity for employment and professional growth – for a lifetime.

**At All About Staffing, We're All About What Works For You!**

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### **We Love Hearing From You!**

*This newsletter was created to keep you informed and connected with All About Staffing. We intend for this newsletter to grow as All About Staffing grows. In order to achieve this goal we need your input.*

*We encourage your comments, articles, cartoons, photographs and other contributions, while reserving the right to reject or edit the material.*

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All About Staffing

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### **A year-end message from Liz Tonkin, CEO of All About Staffing and Linda A. Doughty, VP of Operations**

As the year draws to a close, we want to thank everybody who has helped make 2002 our most successful year to date.

We want to emphasize, this would not have been possible without you, our most valued employees. Your hard work and dedication is what makes us such a thriving, vital organization.

During the year, All About Staffing has grown rapidly in serving the needs of our health care facilities.

This expeditious growth signals our strong commitment in providing a one-stop shop of highly qualified health care professionals, lending a value added service within the HCA organization.

Over time, and based on our success in assisting our facilities with supplemental staffing services, our mission has greatly expanded.

Our unique systems have allowed us to move forward with new endeavors, opening the door for greater opportunity, in areas such as permanent placement and international recruitment.

Reflecting on an exciting year of significant progress, in the past twelve months All About Staffing:

- Moved closer to fulfilling its vision in serving HCA markets across the country by opening offices in Denver, Nashville, Austin, Las Vegas, Oklahoma City and Atlanta. Through this, we have continued to increase the number of All About Staffing nurses being brought into the network, implementing the AAS model to leverage our size for contracting.
- Launched a full service travel division ahead of schedule, placing travelers on assignments in markets across the country.
- Opened new realms of possibilities tapping into global recruiting, setting up an office in New Delhi, India, and expanding the program to include educational services to increase success rates bringing in a high caliber of health care professionals into the organization.
- Created innovative software systems, like our new version of StaffRx personnel module, and travel services system to improve product lines and operations.
- Successfully marketed the 'Opportunity for a Lifetime', our recruitment and retention model, to health care professionals who want a wide

*variety of choices and greater flexibility with their work schedules and work environment. This model is being hailed as being both creative and innovative, and can be seen as a mantra for success in becoming the 'employer of choice' for health care professionals.*

Looking ahead, we will be moving, sometime in March, into a 38,000 square foot office space, which will consolidate all of our departments, giving us a new home as we continue to grow in 2003.

In the New Year, we will continue to allow for even more growth, as we develop and maintain beneficial synergies between the hospitals and the agency.

Thank you to everyone who has supported our vision.

We would also like to thank our dedicated nurses, who exemplify our efforts in contributing to the landscape of health care services in serving the needs of our patients and their family members; and our hospitals, for remaining flexible and allowing us to improve productivity through our services to reach 'core' staffing levels.

In closing, we wish you and yours all the best this holiday season and into the New Year!

Liz Tonkin, CEO of All About Staffing, Inc.

Linda Doughty, VP of operations



## AAS MACON OFFICE

**NURSE EDUCATOR/RECRUITER**  
**DEBORAH BELL, RN**

**With AAS since:** April of 2001

**Family:** Married for 27 years to Steve Bell, with two children – Aaron, 22, and Kristen, 20.

**Education:** Associate Degree in Nursing; Bachelor of Science in Health Education

**Experience:** ICU, PACU, CVU, & Educational Services Director at Coliseum Medical Center; ICU at North Hills Hospital in North Richland Hills, Texas; CVU at Plaza Medical Center of Fort Worth in Ft. Worth, TX ; PACU for Same Day Surgery Center in Macon, GA; Nursery at Coliseum Medical Center

**Career Notables:** Organized and implemented two employee wellness programs, one for Mercer University and the other for The Medical Center of Central Georgia; Recipient of the 1988 Perinatal Healthcare Delivery Award for her contribution to perinatal health-care to Central and South Georgia

At the tender age of six, Deborah Bell mapped out what she wanted to be when she grew up.

"My mother recalls my big announcement, when I told her I was going to be a nurse, a missionary, and a hula dancer," she says.

"I became a nurse, and a missionary, but I am still waiting for my opportunity to become a hula dancer. Maybe I should ask the travel division for an assignment in Hawaii," she says in jest.

Deborah started her career with HCA back in 1974, as a nurse tech in the nursery at Coliseum Medical Center. Shortly after, her husband's career path took them to many different places, but working for HCA allowed Deborah to manage her career throughout. After 18 years of moving, Deborah and her family are happy to finally plant themselves back home, in Macon.

"I am very supportive of our new model, the 'Opportunity For a Lifetime'. I am living it. This is my fifth time working for HCA, over my 28 years of nursing, and one day, I hope to retire with the company," she says.

**Where, and in what capacity did you serve as a missionary? How did this come about?** My husband and I were appointed as missionaries to Brazil from 1988 – 1993, and lived in Rio de Janeiro. We worked with volunteers from the United States to organize teams of medical/dental professionals, as well as construction crews, for short-term mission projects. As the volunteers were literally building the church, the doctors, nurses and dentists were examining and treating hundreds of people who sometimes stood in line for hours. To be perfectly honest, this was one of the most rewarding experiences of my life.

**Do you consider yourself to be a mentor to other nurses as you now work with them from a recruiting aspect? What do you think needs to be done to encourage nurses to stick with the profession?** As I interview nurses around the state, I become more and more aware of the increased level of stress associated with nursing. Nurses are working harder and burning out faster. Many nurses have even left the profession leaving us to wonder if they will become endangered species one day. More than ever, I think we should work toward supporting our staff in ways that would nurture them and assist them in coping with stress. This is part of the reason why I am so excited to be involved with All About Staffing; we allow nurses to have flexibility, which is one important way to combat burnout.



AAS Macon Satellite Office  
Deborah Bell (left) and Lynn DeFilippo (right)

### HR ASSISTANT FOR AAS MACON LYNN DEFILIPPO

**Family:** Married to husband Duane, with two teenage boys – Ryan 15, and Brandon, 13.

**With HCA:** For the last five years, Lynn DeFilippo has enjoyed working for HCA.

"I chose to work in the health care industry because I love working with people," she says. "It has been a pleasure working with our nurses who are some of the finest nurses in the state. We have been able to recruit caring, good quality health care professionals. Throughout the whole process, I have enjoyed talking to them, doing whatever I can to make them feel comfortable, and secure in meeting their needs the best way I can."

Lynn joined All About Staffing in August of 2001, after hearing about the career opportunity within the HCA organization.

Prior to this, she worked at Macon Northside Hospital for four years as a secretary for the Baby Garden Birth Center, and worked in the nursing administration office occasionally to help out.

"The Baby Garden was an exciting department to work in. The unit was brand new, and we worked hard to give patients a special experience from delivery to discharge. Coming to All About Staffing was quite a change, but it was worked out very well."

Since joining AAS, Lynn has been a tremendous asset to All About Staffing notes Deborah Bell.

### COMING SOON...

*All About Staffing is expanding to serve the Atlanta market.*

"Deborah Bell has been instrumental in helping us prepare to open the Atlanta recruitment office," says Linda Julia, regional VP of operations. "In order to officially open and begin staffing operations, we are looking to hire a nurse manager/RN recruiter to coordinate and launch our recruitment program there, and to serve as an important liaison between our facilities and All About Staffing."

Once the office is up and running, it will serve the following hospitals: Emory Cartersville Medical Center, Emory Dunwoody Medical Center, Emory Eastside Medical Center, Emory Eastside Heritage, Emory Northlake Medical Center, Metropolitan Surgery Center, and Redmond Regional Medical Center.

Several All About Staffing nurses from Macon are already working in the Atlanta-area.

### ALL ABOUT STAFFING MACON

For more than a year now, All About Staffing has been serving the Middle, and South Georgia area hospitals providing a high standard of supplemental staffing services within the HCA organization.

The office, which is located in a medical building at Macon Northside Hospital, hired its first nurse back in July of 2001.

Deborah Bell, RN, AAS nurse recruiter/educator says we have placed about a hundred nurses in the facility network since it launched in the Macon market.

Deborah, and Lynn DeFilippo, HR assistant, both work in the office assisting our health care professionals with orientation, processing, annual updates, and much more.

Willon Bell, LPN, no relation to Deborah Bell, comes in the office every Wednesday to train our nurses on Meditech. During the week, she works full-time at Macon Northside Hospital.

All About Staffing Macon presently serves the following hospitals: Macon Northside Hospital, Palmyra Medical Center, Coliseum Medical Center, Coliseum Psychiatric Hospital, Coliseum Same Day Surgery Center, and Fairview Park Hospital.

Our main office, All About Staffing Sunrise, coordinates the staffing needs for these facilities. In addition to handling the daily needs, staffing coordinators, accommodate their needs several weeks in advance.



### MACON, MIDDLE GEORGIA'S CHARM

Beautiful and shady, the city of Macon is known as the 'Cherry Blossom Capital of the World' with over 200,000 Yoshino cherry trees.

Macon is also known as the 'Song and Soul of the South' because it is home to the state's official music museum.

From country legends to big band sounds including southern rock, Georgia's rich musical heritage comes to life in Macon at the Georgia Music Hall of Fame showcasing an indoor music festival, record store, theatre, and more and a collection of memorabilia and artifacts.

Some Georgians who launched their career there: Little Richard, James Brown, Otis Redding, and the Allman Brothers Band.

The city is home to various other museums, major attractions, and many Southern historic landmarks such as the Italian Renaissance Mansion, and the Hay House.

Overall, Macon is a friendly city with a diverse community that prides itself as having a character that is 'undoubtedly New Southern, a fascinating blend of progressive thinking and respect for history.'

Some of the city's annual events and festivals include the Georgia State Fair and the Cherry Blossom Festival. These events draw thousands each year to Macon with its venues, locations, entertainment, arts & crafts, shows, services, and, of course, it's beautiful cherry blossoms.

## RURAL NURSES GETTING A UNIQUE OPPORTUNITY AT HCA HOSPITALS

As part of a community outreach program created by the Denver-area HCA hospitals, known as HealthONE, a significant number of rural nurses are driving several hours from where they live to work in high acute facilities.

For Yvonne Stroud, a registered nurse who lives in a small community in Colby, Kansas, it is giving her a valuable opportunity to take her career to a higher level enhancing her clinical skills at three Denver-area hospitals.

"We don't have the staff or the facilities out here in Northwest Kansas," explains Yvonne. "Usually, we stabilize the patient and get them out to a higher level of care. For this reason, it's hard to become a specialty nurse. You have to know a little bit about every area of nursing. This is challenging and a specialty in itself."

To expand the clinical enhancement program, the HealthOne director of outreach, who coordinates education and physician services to outlying rural areas, which includes Colby, initially contacted AAS Denver to help recruit nurses.

"This partnership between facility outreach and AAS is a new avenue for us to support health care in rural areas that our tertiary care facilities are supporting," says Susie Law, regional VP of operations for All About Staffing. "These nurses have clinical opportunities in Denver that will enhance the care they provide in rural Kansas. AAS Denver is proud to facilitate networking for rural nurses looking for clinical enhancement opportunities."

In assisting the program, AAS Denver has recruited Yvonne, and other nurses from Colby, and surrounding rural areas, to work in HCA facilities in the Rocky Mountain region.



Nurses are familiar with these hospitals because the local facility network has an established reputation providing many services, including educational services to their community.

These services are part of HealthONE's Outreach Services, a four-state program encompassing communities in Colorado, Kansas, Nebraska, and Wyoming, which provides a high level of quality specialty care with telemedicine, and physician specialists.

### FINDING AN OPPORTUNITY FOR A LIFETIME

Yvonne first learned about All About Staffing when she was looking for ways to supplement her income and enhance her clinical skills.

"I was one of the first nurses to start working with AAS," she recalls. "I spoke with many nurses about the agency. Everyone was very excited to know that they could work when they were able to work, make very good money and expand their clinical skills."

Yvonne drives about three hours east on Interstate 70 to get to Denver.

"Sometimes, I leave for Denver after I get off work from the clinic. Everyday that I am out there, I learn something new. I usually stay in Denver for two to three days at a time, and try to go out there twice a month. Occasionally, I'm able to go three times a month," she says.

Since August, Yvonne has been working in various units learning the current methods and technology used at Rose Medical Center, Presbyterian/St. Luke's Medical Center, and Swedish Medical Center.

"So far, I have worked three to four different units at the hospitals," she says. "I have learned a lot from the nurses and doctors, and have been received warmly in every unit of the hospital. They really know what they are doing, and the experience has been invaluable."

Her biggest challenge has been getting into the flow of how each unit works, mostly with the charting, but says the staff is very helpful and willing to teach her.

"I have learned lots of new things, and I feel like I'm really enhancing my clinical skills," Yvonne adds. "It's also real nice to know that as a rural nurse my nursing skills are not too far off from the skills of the nurses that I've worked with in specialty areas."

Yvonne says she plans to continue working in Denver with All About Staffing, and will continue to work on call in the Labor and Delivery department at Citizens Medical Center in Colby. In addition to this, she will continue to care for her patients at the family practitioner clinic at Colby Medical and Surgical Center.

## PROFILES IN NURSING...



**YVONNE STROUD, RN  
COLBY, KS**

- Yvonne joined AAS in August 2002.
- Born and raised in Casper, Wyoming.
- She moved from Wyoming, Jan. 1st, 1994, to Colby, Kansas with her husband, Jack, and three daughters, Dominique, 19, Jacqueline, 15, and Jaime, 14.
- He is an engineer for Union Pacific Railroad. His job brought the family to Kansas. "I miss Wyoming and love going back home to visit. My husband was also born and raised in WY."

**Connection: What made you decide to become a nurse?** For seven years I worked in electronic media, radio and television. Moving to Kansas, I soon learned the economy is much different: Wyoming's economy being primarily energy, and Kansas being agriculture. I had a difficult time getting a handle on my business for my clients and their advertising needs.

My husband Jack, then my fiancé, was the one who encouraged me to go back to school. One night, we discussed what I thought I might be interested in going back to school that could still offer me some of the things I loved about my current job. We discussed the fact that I loved working with people and enjoyed how different my job could be from day to day and how challenging it was. I also enjoyed the flexibility of my current job, but also needed job security and a steady income. So, we discussed the field of nursing. This was an area I always held interest in while growing up but didn't have the means to pursue it. The next day, I called the local college and spoke with the nursing school director. Shortly after, I decided that this was the career choice for me and enrolled in college that same day.

**What are your responsibilities in your present job in Colby?** I work two to three days a week at Colby Medical & Surgical Center with a family practice doctor who over sees two family nurse practitioners, and two physician assistants. At the clinic, I work mostly with Dr. Hildyard as an RN. I put patients in for the doctor and prep them for any procedure the doctor may need to do. I set patients up with a specialist if needed, or whatever diagnostic test they may need for their appointment. I spend a lot of time on the phone talking with patients about symptoms they are having or explaining test results, following up, and even call in their prescriptions to the pharmacies. I'm pretty much a jack-of-all-trades!

**What is your favorite, toughest part of your job?**

How different my job can be from day to day and working with people. The toughest part of my job would be dealing with the politics – I work for both the hospital and the clinic.

**How has your experience with All About Staffing been?** It has been real positive! I am able to give AAS the days that I'm available to work in Denver. I work in L&D, postpartum, NICU, and well baby. I really enjoy working in the NICU at PSL (Presbyterian/St. Luke's Medical Center). I have learned so much!

**What made you branch out and seek to enhance your clinical skills in Denver?** The physicians I work for have referred patients to other physicians and hospitals in the Denver area for 20-plus years. The hospitals and physicians in Denver have always provided our nurses and doctors with many services and educational programs.

**Is there a nursing pioneer or colleague you look to as a mentor?** I look up to a nurse that has worn many hats in nursing. Her name is Janet Myers. She was one of my instructors in nursing school. She became the director of the nursing school while completing her Nurse Practitioners degree. The next year, she became the Director of Nursing at the hospital here in Colby. She made many improvements at the facility and was able to build up a wonderful staff. She was an administrative DON along with being a clinical DON. She never lost touch of her nurses, and what was best for the patients!

**What do you enjoy doing on your days off?** I enjoy spending time with my family. I like to cook when I have time. I enjoy watching my daughters play sports. Sleep is good too. I really enjoy that! I like to go to new places and meet people. I enjoy going to restaurants and seeing movies. I exercise. I like to dance, love music, all kinds, and I recently started golfing.

## NURSING NEWS...

Photos by Roly Rodriguez, Power Images



All About Staffing made the cover with an article published in the October 21, 2002 Nursing Spectrum Florida Edition which showcased the 'Opportunity For a Lifetime' and the launch of our traveling nurse division.

### FOR MANY RNs, TRAVEL SUITS THEM TO A "T"

With some 126,000 nursing vacancies nationwide and growing, hospitals are in desperate need of nurses. To find them, healthcare providers now more than ever are relying on nurses placed by temporary staffing agencies. As a result, the demand for supplemental staff is giving nurses attractive career options not previously available.

"Nurses want choices and flexibility," says Liz Tonkin, RN, BSN, CEO of South Florida-based All About Staffing, Inc., an affiliate of hospital company HCA.

Rather than tap into the same dwindling pool of nurses, All About Staffing was created to supply quality nurses to help ease shortages within the HCA facility network.

"We have unique systems in place to assist our facilities in recruiting and retaining talented nurses for core positions," says Tonkin. "At the end of the day, what our hospitals really need is a core group of people."

### Opportunities For a Lifetime...

The agency recently developed the 'Opportunity For A Lifetime' slogan to showcase its variety of career options for healthcare professionals.

"As we continued to grow, we recognized that if we're going to tap into the mindset of today's generation of nurses, we have to bring career option and choice into the professional working environment, so that it would work for nurses yet meet the needs of the patients and facilities," says Tonkin. "So that's how we came up with the program."

With 'Opportunity For A Lifetime' in place, nurses can choose to work per diem, full time, or as a traveler – all while staying in control over their work schedules, assignments, and locations. Nurses say this is benefiting them because it allows them to move through the program without losing benefits. They earn more, yet maintain the security and comfort of working for a major healthcare corporation.

Telemetry nurse Mallerie Lambert-Potts, RN, works for All About Staffing. She left her full-time hospital job eight years ago because she needed the flexibility to work around her children's schedules – something she says you can only find working for an agency.

"HCA has come a long way over the years," says Lambert-Potts. "It's wonderful what they've done in creating All About Staffing." A bit ruefully, she notes that there's a silver lining to the nursing shortage. "We have more choices today – and we deserve it!"

For OR nurse Dori Sommers, RN, BSN, the flexibility of working for an agency is allowing her to balance work with raising a young child and still earn more. "I know that when working for an agency, you run the risk of getting canceled," she says. "But someone once told me if you're a good nurse, you'll always get called. And it's true!"

While many nurses are taking advantage of the increased flexibility in working for an agency, Tonkin notes that it's not for everyone. "What we've found over time," she says, "is that an agency nurse is truly a mindset and a lifestyle. Somebody who really wants to be working full time can't survive in the agency world."

### Have Suitcase, Will Travel...

*the rest of the article can be found on our website at [www.allaboutstaffing.com](http://www.allaboutstaffing.com)*

## NURSING: A LOOK AT THE STATISTICS

- **NURSES COMPRISE THE LARGEST SINGLE COMPONENT OF HOSPITAL STAFF, ARE THE PRIMARY PROVIDERS OF HOSPITAL PATIENT CARE, AND DELIVER MOST OF THE NATION'S LONG-TERM CARE.**
- **60% OF ALL EMPLOYED RNs WORK IN HOSPITALS.**
- **THE AVERAGE AGE FOR RNs IS 45, WITH LESS THAN 12 PERCENT OF THE WORKFORCE YOUNGER THAN 30.**
- **BY 2015, 114,000 JOBS FOR FULL-TIME EQUIVALENT RNS ARE EXPECTED TO GO UNFILLED NATIONWIDE, ACCORDING TO THE DIVISION OF NURSING OF THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.**
- **THE NATIONAL ADVISORY COUNCIL ON NURSING EDUCATION ESTIMATES THAT THE DEMAND FOR NURSES WILL OUTSTRIP SUPPLY BY 434,000 NURSES IN 2020.**

## HR NEWS...

*Annual Enrollment may have come and gone, but, Human Resources is still working for you to give you important information you'll need to know for the New Year...*

### 2003 ENROLLMENT FREQUENTLY ASKED QUESTIONS AND ANSWERS:

**Will all employees be getting new medical, and dental ID cards for 2003?** No, new medical or MetLife dental ID cards will only be issued for those employees changing to a different provider in 2003. An employee can call the applicable TPA if they have lost or need additional ID cards.

**Will any other communication be sent to employee's home address besides their Enrollment kit?** Yes, employees will receive the fall and winter editions of Today & Tomorrow during October and December

**Is HR responsible for handling benefit inquiries from terminated employees who have elected COBRA?** No, COBRA participants should be referred to Member Services at COBRA Connections at 800-733-9110, which is known as Crichton Perry, our COBRA Administrator.

**If a full-time employee changes to PRN status and loses Long-Term Disability coverage, then becomes benefit eligible again, when will LTD coverage become effective again?** The same as other benefits, the effective date of the status change event.

**Will all employees get a new ID card and Personalized Handbook that provide a listing of participating pharmacies from Express Scripts?** No, only newly enrolled employees will receive new prescription ID cards for 2003.

**How can employees use Mail Order?** Complete the form provided by Express Scripts and attach the written prescription order. Mail both original forms of documentation to Express Scripts. In approximately 10-14 days the prescription will arrive in the mail at the home address. Refills can be ordered via online, phone or mail service. Note: Participant will need to get two prescriptions written: one for 30 day (to be filled at the retail pharmacy) and one for the total number of refills (to be mailed to Express Scripts with the order form).

**Are there any medications that are not available through mail order?** Yes, there are some restrictions on some medications that are not available through mail order, such as over-the-counter medicines and illegal drugs.

**Does the deductible have to be met before you can use mail order?** No, the deductible does not apply to mail order prescriptions.

**Reminder: The deadline for completing 2002 Code of Conduct Refresher is November 30th, 2002.**

The Ethics and Compliance Steering Committee recently determined that any employee who fails to receive the training by December 31, 2002 is to be suspended without pay until he or she completes the training.

## AN EDUCATIONAL CHOICE FOR NURSES!

All About Staffing, through HCA, has partnered with iStudySmart.com, a nationwide independent study program, to help you achieve all of your educational goals.



iStudySmart.com offers bridge programs from LPN to Associate Degree in Nursing (ADN), and from RN to BSN. These degree programs are fully accredited and state board approved. Excelsior College is the degree granting institution for these nursing degrees.

If you are an LPN who plans to remain in nursing, you owe it to yourself to advance your career. With the iStudySmart.com bridge program, you can transition from LPN to RN. The Associate Degree in Nursing from Excelsior College requires you to pass 7 nursing courses and 7 general education courses. If you have previous college credit, it could transfer into this program and reduce the general education courses you need. After completing all of your course work, you will have one weekend clinical evaluation at a regional center.

RNs with an Associate Degree in Nursing can bridge to BSN. You will be required to pass 5 BSN level nursing courses and a variety of general education courses. Your previous education is accepted for transfer, and you won't have to retake courses that you passed with a "C" or better. You will have three clinical evaluations spread over 2 weekends at regional centers.

If you are full-time, these courses meet the required guidelines of HCA's tuition reimbursement benefit.

If you are not full-time, you can still take advantage of the opportunity, the programs are affordable and truly "pay as you go". You pay for courses, textbooks, and standardized exams, as you need, for example. You will also pay for college fees and clinical evaluation fees as you progress.

Your first step is to either visit:

<http://www.istudysmart.com/hca.asp>, or call 1-800-737-2222, and speak with a consultant who will answer your questions and help you get started.

iStudySmart.com is a premier provider of online and offline (workbook) independent study courses used by working adults nationwide to further their college education. iStudySmart.com offers over 60 courses that prepare the student to pass nationally recognized exams for credit like CLEP, DSST (Dantes), and Excelsior College Exams (ECE).

## FUTURE NURSE...

Few careers offer individuals an opportunity to 'make a difference' in people's lives like the nursing profession.

For this, many of them are undoubtedly heroes who touch people's lives everyday.

One teenager felt compelled to sit down and write about several nurses who unknowingly became her heroes when they touched her life when it was most needed.

### NURSES

by Angela S. - Fowler, MI

Many people have heroes who are well known, good at sports or rank high in politics. Some are friends or relatives who have impacted our lives. Heroes come in all shapes and sizes and are found anywhere, in any profession. They might be neurosurgeons or homeless guys in the local park.

Everyone's idea of a hero is different. Those I call heroes aren't widely recognized. They are average people doing their jobs. Nurses don't look for glory, but in my mind, they are heroes and the greatest inspiration in my life.

When I was in first grade, my dad was involved in an explosion. He and his co-worker were severely burned. The doctors said that if he hadn't covered his face with his hands when the explosion occurred, he would have been more severely scarred and even lost his sight.

Because of my youth, my dad's accident was very hard to understand. I remember walking into the hospital the first time. Dad was lying on a bed bandaged up and the room was filled with all types of beeping machines. The only parts visible were his head and the tips of his fingers. I remember asking my mom who that man was; I thought she was joking when she told me it was Dad. When I realized she wasn't, reality hit me, hard.

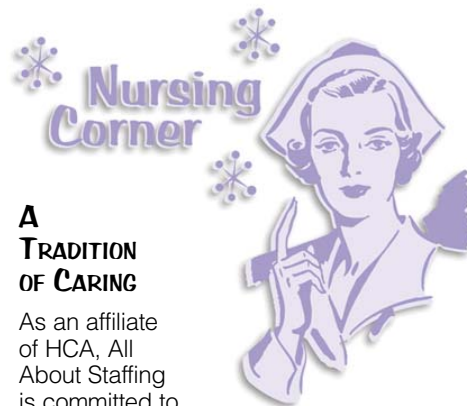
There were always nurses in the room checking on Dad. Those nurses unknowingly became my heroes. Not only did they help my dad heal physically, but they helped Mom and me heal emotionally. I don't remember their names, but their deeds and compassion will remain with me.

I didn't understand what had happened to my dad, but I was greatly saddened by it. It was as if he was a completely different person. The nurses explained he was still my dad and that he loved me just the same as before his accident.

One day, when I was walking down the hall, I noticed a room filled with puppets. One looked strange and I asked a nurse what had happened to it. She explained that the puppet had gone through the same thing my dad had. The puppet had burned itself on a heater. Later that year, the nurses came to my school and talked to my class about burns. They used those puppets to explain the seriousness of burns.

The burn unit nurses impacted my life greatly, even to this day. Their compassion and understanding have influenced me to be involved in the medical field. I will always remember what they did for me; I have made it my goal to help people, the way they helped me. They didn't do anything great or spectacular. They did, however, help a seven-year-old girl cope with and understand the tragedy that happened to her dad. For that, I will be forever grateful to those nameless nurses.

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### A TRADITION OF CARING

As an affiliate of HCA, All About Staffing is committed to

maintaining a work culture in which all colleagues are treated with fairness, dignity, and respect.

To this end, AAS seeks to promote a work place that affords an opportunity to work, and grow professionally in a team environment while embracing HCA's shared goals and values.

Working toward this goal, we encourage the resolution of issues whenever possible by contacting your Ethics and Compliance Officer, Linda Doughty at 1-800-737-8661 x1602, or dial 954-858-1602.

To obtain further guidance on an ethics and compliance issue that is not fully covered in our Code of Conduct or to report a suspected violation, you may choose from the following options:

1. Discuss the situation with your supervisor
2. Discuss the situation with a member of local management, or your local Ethics and Compliance Officer.

Call the Corporate Ethics Line at 1-800-455-1996.

### QUOTABLES...

"For the first time in seven years, college nursing programs have seen enrollment increases. There has been lots of publicity given to the nursing shortage, and employing agencies are letting students know there is more interest and a better working environment."

- Kathleen Ann Long, president of the American Assn. Of Colleges of Nursing and dean of the University of Florida's College of Nursing.

"Every day throughout the country, nurses are devoting their lives to helping others. Even when their actions are above and beyond the call of duty, their exceptional humanitarianism may go unnoticed," said Nancy McKelvey, RN, chief nurse for the American Red Cross. "By saluting nurses who have saved lives under extraordinary circumstances, we hope to pay tribute to the entire nursing profession."

*The American Red Cross and Nursing Spectrum celebrated the life saving acts of 15 nurses at a Nurse Hero Recognition Ceremony.*

*Congratulations to all the 2002 Nurse Hero Honorees... This year's recipients performed lifesaving actions across the nation, including those who responded to the tragic events of 9/11.*



## FROM THE HELP DESK...

### Edit Cells Quickly in Excel Without Using Your Mouse

If you like to use your keyboard for everything, editing a lot of data quickly in an Excel spreadsheet can be difficult because you find yourself constantly reaching for the mouse when you want to make changes to a cell. But there's a shortcut you can use so that your hands never have to leave the keyboard. Here's how:

1. Use the arrow keys to select the cell you want to edit.
2. Then press F2 to edit the cell contents.
3. When you're finished, just press ENTER to enter your changes. Or press ESC to cancel the changes.

This tip is especially handy for editing hyperlinks in Excel because, if you use your mouse to click on a cell with a hyperlink, it automatically opens an Internet browser window. Using the keyboard lets you edit hyperlinks with ease.

### Forward an Outlook Contact to Someone Else

If you have contacts stored in Outlook that you'd like to send to other people, it couldn't be easier. Just go to your Contacts folder, right-click on the contact you want to send, and then click Forward. A brand-new e-mail message will be created with that contact included as an attachment. Just enter the e-mail address of the people you want to forward it to and click Send.

When the recipients receive the contact, all they have to do is to drag the attachment onto either the Contacts icon in the Outlook Shortcuts bar or onto the Contacts folder in the folder list; it will be added automatically to their contacts list.

### Recall an E-mail

Have you ever accidentally sent an e-mail you wish you could "unsend"? Well, maybe you can.

If you use Microsoft Exchange Server as your e-mail server, and the recipient uses Outlook, you can recall the message before the person has a chance to read it.

To recall a message after you've sent it:

1. Open your Sent Items folder.
2. Double-click the message you want recalled.
3. On the Actions menu, click Recall This Message'.
4. To recall the message, click Delete unread copies of this message. To replace the message with another one, click Delete unread copies and replace with a new message, click OK, and then type a new message.
5. To be notified about the success of the recall or replacement for each recipient, select the Tell me if recall succeeds or fails for each recipient check box.
6. Click OK.

And, don't forget the Help Desk is just a phone call away to assist you.

### Fine-Tune Your Fonts in Word

When you're using a small font in a tight space, sometimes the 8-point font is too large to fit and the 7-point font is too small to read. Luckily, you can choose a font size that's halfway in between those two by:

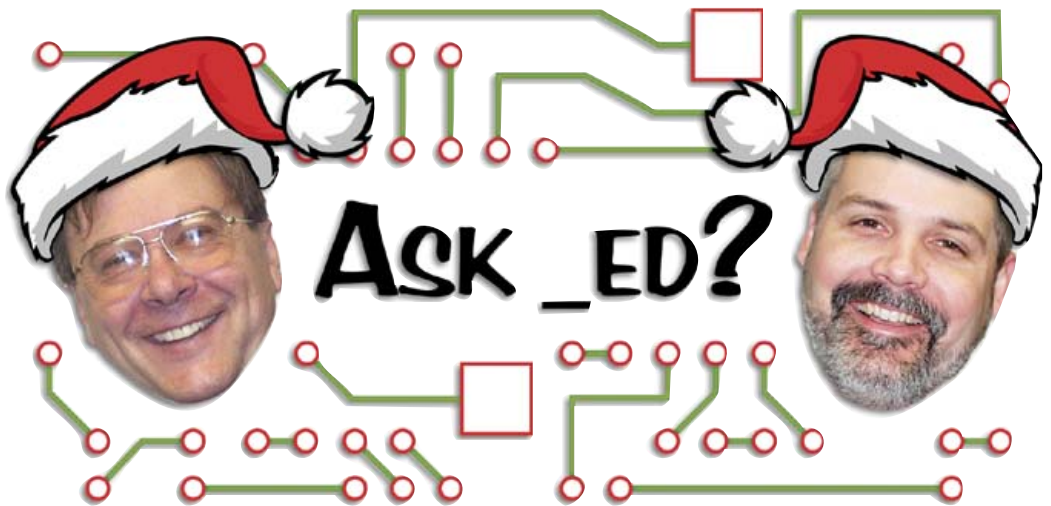
1. Selecting Font from the Format menu.
2. Then, on the Font tab, typing 7.5 in the size box and clicking OK.

Works in Word and Excel

## HOLIDAY TIPS AND HELPFUL HINTS

**Ted Hahn**  
Director of IT&S  
All About Staffing, Inc.

**Fred Jeffrey**  
Director of Software Development  
All About Staffing, Inc.



### HOLIDAY TIPS

The holiday season is a financially unique time of the year. The stores are filled with decorative displays, which seem to beckon us to spend, spend, and spend to fill our holiday spirit.

Did you know that many retailers earn nearly 50 percent of their business for the year between Thanksgiving and New Year's Day?

When it comes to seasonal items and gift buying, we can easily get caught up in a spending frenzy, shelling out hundreds, maybe even thousands of dollars.

For this reason, the holidays are a mixed blessing; on the one hand, we look forward to the happiness, and the warmth of the season spending it with family and friends; but for many of us, it can be the most stressful, expensive time of the year.

To help keep your holiday cheerful and bright, All About Staffing offers you a list of spending tips, sent to us from our family, our valuable Staff.

### BREAK FROM TRADITION

More and more families are breaking from tradition when it comes to gift giving.

**Susan von Minden**, HR director for the Denver office, says she used to get caught up in the shopping season searching for the perfect gift only to spend too much money.

So, for the last couple of years, she has created a gift-giving theme around her list to make it easier and less expensive to buy for her family.

"Last year, my theme was feet. I gave everyone on my list something for their feet, such as, socks, pedicure supplies, slippers, etc, all within a certain price range. When my family gets together to open gifts, they open them at the same time. Every year, now, they sort of look forward to it."

**Kathy Kohnke**, VP of Travel Operations recommends picking names as way to avoid having to buy gifts for a large group of people.

"If you have a large group of friends or a family, decide to pick names. This will take out the guesswork as to who is buying you a gift, and if you'll need to reciprocate."

Kathy suggests choosing thoughtful gifts that can go a long way, but don't cost too much.

"A special photo in a frame, for example, can be as appreciated as a sweater or gift certificate."

### IT'S THE THOUGHT THAT COUNTS...

"You don't have to spend a lot of money when you buy presents, what ever happened to it's the thought that counts?" asks **Janice McNiff**, VP of Human Resources.

Many people feel they have to spend a lot of money to get into the holiday spirit. As a result, many people overspend because they feel trapped by holiday traditions and expectations. The solution: assign the amount you would like to spend on each gift and stick to it.

### BE SMART WITH YOUR MONEY

"One thing is for sure do not purchase your gifts using a credit card. If you don't have the cash, then you cannot afford the gift!" states **Judy Walker**, Sunrise staffing supervisor.

**Carol Sattler**, AAS accountant, and smart shopper agrees, and recommends leaving the 'plastic' at home.

"Never use your credit cards. If you do, you might as well tack on your APR rate to the total price of your purchase," she adds.

If you have to use your credit cards, the financial experts recommend keeping track of the total amount of credit used, and its best to stay within a budgeted amount that can be paid off before incurring finance charges.

Another way to plan ahead is to set up a holiday account, or a separate stash of money to pay for your holiday expenses, suggests Marcia Francis, local security coordinator.

### START SHOPPING EARLY FOR DEALS

"I'd start about now (early November) and buy gifts each week, or buy gift certificates at the store most liked by that one 'difficult' person. I would even get a few extra gift certificates so you don't forget anyone on your list," says **Miguel Feliciano**, AAS programmer.

**Karen Cuneo-McDonald**, international recruitment placement specialist, agrees with Miguel, and suggests shopping even earlier, starting as early as the day after Christmas for next year.

"You are sure to reap in the savings the day after the holiday, so why not?" asks Karen.

They are many other ways you can cut back and still enjoy the holidays to the fullest. Just remember to be smart with your money. Otherwise, you'll be stressed out and lose the real meaning of the joyous season only to end up in financial trouble in the beginning of the New Year.



## INTERNATIONAL RECRUITMENT NEWS

Patty David, operations manager for international recruitment, is overseas hosting a series of mar-

keting campaigns and recruitment seminars in an effort to recruit highly qualified health care professionals, primarily registered nurses, to HCA facilities. "The program, thus far, is receiving a tremendous response from foreign nurses", says Patty from the road. "The marketing, and launch of the educational campaign is going extremely well; we have had large turnouts of good, quality applicants." With the educational program in place, foreign nurses are now receiving free educational assistance, and testing review options designed to prepare them for Visa qualifying exams.

These exams are critical to the processing of Visa applications with the Immigration and Naturalization Service.

Since October, Dr. Tomas Madayag has conducted a variety of educational seminars, which received over four hundred attendees in all locations: Manila, and Baguio City, Philippines, Singapore, and several cities in India.

After hosting the first series of CGFNS/NCLEX and other testing reviews, he reports those who attended showed strong reception, and knowledge to Western testing techniques, which will lend to their success in coming to the United States.

Earlier this month, Patty traveled with several HCA hospital recruiters, Shibu Varghese from Clearlake Regional Medical Center, Ernie Marroquin, and Manolito Guerra, from Valley Regional Medical Center, and Jesse Gabuat from St. Lucie Medical Center.

The group traveled together to the Philippines, and Singapore all the while coordinating with Dr. Tom who was also in these countries offering the educational part of the marketing program.

From Singapore, Patty and Shibu traveled to the next leg of their journey: India.

Their first stop was visiting our global office, AAS India, in New Delhi, after that it was on to a scheduled recruitment event in the city.

Staying in the South part of the country, Kerala, the pair visited a city called Cochin.

At last word, they were launching a full-scale marketing campaign in Cochin, which included a four hour educational offering and introduction to All About Staffing, and our HCA hospitals, from there, they are scheduled to continue on to visit another city, neighboring Bangalore.

Dr. Tom is back from his travels and is already planning his next series of educational offerings.

Patty, on the other hand, is expected to arrive back in the United States, before the holidays.

**More to follow on her exciting travels and recruitment efforts in the New Year.**

**To be continued...**

**For more information about International Recruitment or Permanent Placement, call 800-737-8661 x1689 or 1685.**

## WELL DONE...

Kudos to All About Staffing nurses, **Ena Jacques-Pean**, and **Karen Stewart**... They recently received recognition for mentoring new graduates at Aventura Hospital and Medical Center.

Hats off to **All About Staffing Austin** for providing a high standard and responsive service in staffing the needs of the Cath Lab at South Austin Hospital. Johnnie Farris, supervisor of the Cardiac Cath Lab, recently sent an email to **Pat Ragland**, regional VP of operations and her staff at the Austin office, to express his gratitude for their expedient assistance in providing health care professionals the Cath Lab.

"Over the last year, our volume has risen dramatically, and this increased workload has far exceeded our regular staff's ability to get all of the work done," wrote Johnnie Farris. "Fortunately, you have come to the rescue and have provided us with staff members that are both qualified and motivated. Congratulations for doing such a great job!"

He went on to note that through the support of AAS, the lab is better able to support the cardiologists by expanding caseload capabilities, and meet the needs of their patients, which is contributing to positive patient outcomes.

Congratulations to AAS Nurses from New Port Richey, Florida, **Charlene Bentley**, and **Tina Mallia**. They recently bridged from LPN to RN.

Charlene started her bridge program in May of 2001 at St. Petersburg College. She graduated exactly one year later, in May of 2002, and passed her state boards in September.

Tina Mallia started her bridge program in June of 2001 at Pasco Hernando Community College, and graduated May 2002. She took her state boards in July and passed.

Since then, Tina has taken a full time position at Bayonet Pointe Hospital, and is taking a critical care course there.

Both nurses say they will continue to work with All About Staffing per diem, because they love the flexibility, and the support.

Congratulations to **Lucille Ann "LuAnn" Vandever** who graduated from Florida Atlantic University in August with a Master of Science Degree in Nursing. She has been with the AAS Treasure Coast Market since 2000.



### A Special Thank You...

We want to recognize **Sherry Ortelli**, executive secretary for the AAS main office, for her relentless energy, positive attitude, and professionalism day in and day out.

Sherry is an important member of the All About Staffing team who enables the office to run smoothly and efficiently, contributing to all departments, and offices within the AAS Network.

## AAS TRAVEL DIVISION



With the growing number of unfilled nursing positions across the country, and the prospect of that number doubling in 10 years, traveling nurses has become a burgeoning industry.

Tapping into this industry, All About Staffing officially launched its own traveling nurse division giving nurses a wide variety of career options and flexibility, as well as expanding the staffing resources available to assist HCA facilities in filling their core positions.

"We are very excited about the successful launch of our Traveling Healthcare Division because this completes the final piece of our vision of becoming a one-stop of qualified healthcare professionals in the midst of a severe shortage-- as well as offering a comprehensive package for our nurses, who now have greater flexibility with their work schedules and work environment," says Liz Tonkin, CEO of All About Staffing, Inc.

The benefits in working for All About Staffing truly is an opportunity for a lifetime, adds Kathy Kohnke, VP of Travel Operations. "We have employment choices for every lifestyle."

As the travel department continues to grow, building systems to better supplement HCA facilities with additional resources both seasonally and off season, the staff has been diligently working together to make sure AAS travelers are getting their assignments without a hitch.

**Teamwork is the key to the department's success, says Kathy.**

"I am very fortunate to have such a dedicated staff. We look forward to growing together and making a difference in the travel nurse industry. As we see it, we are building a solid foundation so we can grow, and become a strong division for All About Staffing-- this has been very exciting."

Kudos to the entire staff especially, **Ingrid Alliman**, a longtime employee of All About Staffing for putting her vast experience to work as a Hospital Coordinator, and for providing leadership, which has helped new employees get comfortable in their role; **Winnie Woods**, who has come to All About Staffing with much experience in the staffing industry, adding the needed support to the hospital coordinators; **Simone Walker** who works with the vendors making sure that all assignment confirmations are in; and **Dezetta Gaines** who handles the All About Staffing local contracts.

**For more information about traveling, call Kathy at 800-737-8661 x1690.**

## HELPING OUR COMMUNITY WITH THE PROMISE OF NURSING FOR SOUTH FLORIDA

by Michelle McNiff

As the nursing shortage continues to threaten the quality of health care services in the Sunshine State, a coalition of South Florida-area health care and nursing organizations have joined with Johnson & Johnson to raise \$500,000 for scholarships and grants that will attract more people to the profession, and expand nursing educational programs in the region.

While the shortage of registered nurses is a national problem, it particularly impacts the state of Florida, notes Linda Quick, president of the South Florida Hospital and Healthcare Association. "According to the American Nurses Association, Florida is one of six states that is suffering the most severe shortages. In fact, the Health Resources and Services Administration estimates that 34,000 additional RNs will be needed in Florida by 2006."

An aging population which requires more care, the retirement of older nurses, and declining school enrollments have contributed to a shortfall of nurses in South Florida and nationwide.

"Area hospitals are facing an immediate and long-term shortage of nurses at the same time that the region's population is growing and more older residents are in need of greater levels of medical attention," says Cindy Boily, Chief Nursing Officer at Aventura Hospital and Medical Center, and chairperson for the South Florida Hospital and Healthcare Association, Nursing Shortage Task Force. "An intensified focus on attracting more people to nursing is essential so that our hospitals will be prepared to serve the people of this region and the growing number of patients in the future."

As a regional supporter, HCA's East Florida Division, which includes All About Staffing, teamed with Johnson & Johnson contributing thousands of dollars to combat the local shortage of nursing professionals.

"HCA's East Florida Division and our local hospitals are proud to form part of this initiative," says Chuck Hall, president of HCA's East Florida Division. "Nursing care is the core of our hospitals and we hope our contributions will go a long way towards not only meeting the present challenges of the nursing shortage, but towards encouraging our youth to enter nursing careers at South Florida's fine educational institutions."

As part of a series of nursing recognition events, Johnson and Johnson's 'Campaign for Nursing's Future' is touring in major cities across the country to raise millions of dollars for scholarships and grants to boost local nursing school enrollments.

"Throughout Johnson & Johnson's history, we have always supported the nursing profession as a vital component of quality health care," says James T. Lenehan, vice chairman of the Board and president of Johnson & Johnson. "We consider nurses the essence of caring and believe it is critical to help resolve the deepening nursing shortage, at the national level by assisting in the communities across the country where the impact is especially acute."

For South Florida, The Campaign for Nursing's Future Scholarship Fund will provide entry level nursing education opportunities; give scholarships to nurses who wish to become nursing educators, which will help reduce a major shortage of faculty in nursing schools, and it will give grants to schools to provide the necessary resources for additional faculty positions, and costs associated with increased enrollment.

## AAS VEGAS...

4270 S. Decatur Blvd. #A7  
Las Vegas, NV 89103 1-800-853-5803



All About Staffing Las Vegas has opened its doors providing the region with a one-stop shop of qualified nursing professionals 24/7.

The office, the sixth regional office in the AAS network, will give the Far West Division a peek inside its staffing operations at an open house on November 19th, 2002.

Carol L. Forlano, regional VP of operations, and her staff will be on hand to greet the local health care community and says she looks forward to introducing All About Staffing to the region.

"We have invited all of our facilities, the Far West Division Headquarters, and all of our Southern California and Nevada agencies, and vendors. My staff and I look forward to a fun-filled evening, as we officially introduce ourselves to the region as All About Staffing, Las Vegas."

Faced with the worst nursing shortage in the nation, Nevada is looking for creative solutions to supplement its supply of health care professionals. Some one-thousand vacant nursing positions exist in the state, a figure that includes hospitals and a few nursing homes that responded to a survey, according to the Nevada Hospital Association.

"Our emphasis is on making sure our facilities have the much needed additional resources to meet their staffing needs, quickly and efficiently," says Linda Doughty, VP of operations for All About Staffing, Inc. "We have unique systems and resources in place to assist our facility network in the Far West Division in filling their core positions with the best and the brightest health care professionals."

In its first month of staffing the needs of our hospitals, the office filled over 2500 shifts.

Working towards providing them with even greater staffing flexibility, All About Staffing Las Vegas is facilitating and assisting with the recruitment, coordination, and placement of nurses, by building relationships with other agencies and vendors in the region.

Located on Decatur Blvd between the Palms and the Orleans, the AAS office is close to Sunrise Hospital and Medical Center, and MountainView hospital. Like the city itself, the office is open 24 hours, 365 days out of the year. In addition to serving our Las Vegas Hospitals, the office is serving three Southern California hospitals, Los Robles, Riverside Community, and West Hills.

More than 650 members of the local business and healthcare community, including representatives from All About Staffing, HCA hospitals, and leading nursing organizations, attended 'The Promise of Nursing for South Florida Gala', which was held November 4th, 2002, at the Westin Diplomat Hotel in Hollywood Beach, Florida.

The event was hosted by the Nursing Shortage Consortium of South Florida, the South Florida Districts of the Florida Nurses Association, the South Florida Hospital and Healthcare Association, and the South Florida Organization of Nurse Executives, organized and underwritten by J&J, to celebrate nursing excellence raising half-a-million dollars to build the scholarship fund.

All of the money raised will stay in the area and will be administered by the South Florida Hospital Research & Education Foundation, a subsidiary of the South Florida Hospital and Healthcare Association.

The Campaign for Nursing's Future, sponsored by Johnson and Johnson, is a \$20 million national campaign over the next two years to recruit nurses by enhancing the image of nursing, increasing awareness of the value of the profession in our society and America's health care system.

Working towards expanding the campaign, it will focus on other areas affecting the nursing profession, including ways to retain nurses in hospitals.

Campaign efforts include a well-constructed web page, [www.discovernursing.com](http://www.discovernursing.com), which highlights the benefits of the nursing profession, and contains a searchable database of educational programs and scholarships available nationwide, and the distribution of recruitment tools to high schools and nursing school recruiters across the country.

### IT'S OFFICIAL...

The HCA Cares Scholarship Program is now in every major city where HCA has a presence.

The success of the program has expanded the scholarship program paving the way for HCA to contribute another \$5 million in grants and scholarships, which it established with the U.S. Labor Department last December to train and employ nurses and other health care professionals in short supply.

In October, HCA announced it would extend its organizational support for the program to 10 additional communities: Austin; Las Vegas; Los Angeles; Nashville; New Orleans; Northern Virginia; Richmond, Salt Lake City; San Antonio; and San Jose, CA., including the original locations.

"We are very pleased with the response so far," said Jack O. Bovender, Jr., HCA Chairman and Chief Executive Officer. "HCA Cares is a great example of a public - private partnership addressing two serious needs in our country; unemployment and the national shortage of healthcare workers. Our relationship with the Department of Labor has been fantastic and we look forward to helping even more people find a career in healthcare."

The program is creatively working with many colleges and universities to expand capacity, and tapping into local work force programs to help people find job opportunities.

To date, there are 331 scholarship recipients enrolled in the program.

**To learn more about HCA Cares and how it can work for you, or for someone you know, log on to [www.hcacares.com](http://www.hcacares.com), or call 1800-HCA-CARES.**