



The Milestone Gazette

Vol. V, No. 5

July Hiring Fest – A RECORD for HCCA!

by Nicki Yorke

Representatives from St. Joseph’s Medical Center, Twelve Oaks Medical Center, and Franciscan Health System were warmly welcomed by HCCA Philippines and our nurses when they made the long trip to Manila. They made the journey to interview and hire nurses for their hospitals in the U.S. In all, 88 nurses were hired, setting an HCCA record for 4 client



Houston Representatives: *Janet Matthews, Tet Ontoy, and Maria McMurrey*

hospitals. Tacoma, Washington hired 41 nurses and Houston, Texas hired 47.



Getting a ride to work in a Jeepney!

All HCCA and hospital representatives were received warmly during their week-long stay, wherein they experienced a good dose of Filipino culture – from the food and famed Filipino hospitality to the jeepney ride to work! Clients were able to see and appreciate the behind-the-scenes operation in the Manila office, including attending a reverse acculturation program and touring University of Santo Tomas Hospital.



Nicki Yorke waits with nurses to be interviewed.



Nicki Yorke (HCCA), Sheila Domine (Tacoma), and Janet Matthews (Houston)

Mary Kowalski, Director, Center for Learning at St. Joseph’s Medical Center in Houston said, “The HCCA staff members are a fantastic, dedicated group. The manner in which they work with, coach and assist the nurses to move to a new



Children’s Hospital RNs hired at Peds Fest 2006!

country demonstrates respect, dignity and integrity. I was honored and privileged to meet the professional nurses. I felt privileged to see Santo Tomas Hospital and Nursing School.”

Roxanne Jessica Baier, BSN, RN, Clinical Educator of Children’s Medical Center in Dallas, Texas made her third visit to the Philippines with the group. She conducted a two-day educational session with the pediatric nurses hired by Children’s last year during “Peds Fest.”



Houston Nurses pose with Janet Matthews

She also conducted public seminars on the latest pediatric nursing trends in the U.S. and Dallas culture.



Newly hired Houston RNs

The week ended with a celebratory dinner that included hospital representatives, HCCA staff, and the newly hired nurses. It was a night of good food, excellent company, and great music with an exceptional band. Not only are the nurses skilled in their profession, but many are born to sing as well!



Newly hired Tacoma RNs

Months of preparation and hard work paid off. Congratulations to HCCA’s nurses, staff and client hospitals on another successful event! A special thanks to our clients: Janet Matthews, Mary Kowalski, Tet Ontoy, Maria McMurrey, Sheila Domine and Roxanne Baier...we all have memories to last a lifetime!



Cultural Dinner Show

HCCA Welcomes Naseem Kasam, Manager, Nurse Recruitment and Quality

by Naseem Kasam

I am one of the newest additions to the great team at HCCA International. I am originally from Mumbai, India, but have lived in the United States for almost 18 years now. I completed my Nursing education in Memphis, TN in 1993 and received a degree in Health Administration from the University of Kentucky, Lexington. Orthopedics and Trauma nursing have been my favorite areas, but I have also enjoyed various other challenging administrative roles in the healthcare field. Having been the coordinator for 14 physician peer review committees in the past I am fairly immune to stress and committed to Quality.

On a personal note, I have a wonderful husband of 28 years and one daughter who will go to the University of TN, Knoxville this fall. I enjoy entertaining, reading, traveling and meeting people, especially those with a joie de vivre and a great sense of humor. I look forward to my role as Manager, Nurse Recruitment and Quality in our US office.



Naseem Kasam, Manager, Nurse Recruitment and Quality

Floating Tips?

We are looking for some helpful floating items to publish in *The Milestone Gazette*. Please email any helpful tips that you have learned while floating to newsletter@hccaintl.com. Please include your name and hospital and get ready to see your name and experiences in print!!!

Jackson Madison County General Hospital Welcomes Another HCCA Nurse

by Kathy Langan

Jean Masangcay saw some familiar faces when she made her first visit to JMCGH on August 2, 2007. She was welcomed to the Hospital by the JMCGH team who traveled to the Philippines in June 07 to interview HCCA Nurses: Cheryl Long, Tina Pleasant and Thorne Barbour. Jean will be working on 8 West and was welcomed to the unit by Brenda Welch, Nursing Director and Tammy Murphee, Clinical Manager.

Right: Tina Pleasant, Cheryl Long, Jean Masangcay, and Thorne Barbour



Jackson Pizza Party to welcome Jean Masangcay



NCLEX Passed!

Congratulations to Reynold Laudencia, husband of Novem Laudencia (MTMC), who passed his NCLEX in July 2007. It will become a "two RN family" as Reynold begins his new RN position on the nursing staff of Middle Tennessee Medical Center (where he previously worked as a Nursing Technician).

Well done, Reynold!



Novem and Reynold Laudencia

Relief Charge at Manatee

by Nicki Yorke

I would like to publicly congratulate the following nurses, who after 7 months of being in the U.S. are now working as relief Charge Nurses at Manatee Memorial Hospital in Bradenton, Florida. We are so proud of each of you for this great accomplishment in such a short period of time. Thank you for your commitment to your hospital and your patients!

Percy Cabillo
Alexander Oliver
Gary Rendon
Irish Sabio

SHINING STARS

Shining Stars are RN's who have received an "R" for resource on either a 90 day or annual review. HCCA International would like to recognize those nurses who have received this outstanding achievement on their reviews since August 10, 2007. The following nurses have modeled competent, professional practice while positively influencing other nurses' practice, acting as mentors. We are very proud of you!

Joyce Callino
Ronald Costa
Nonieper Fortuno
Elizabeth Macaraeg
Meena Punnoose
Eyamore Regalado
Jiji Veniegas

Children's Gets Its 2nd FTE!

by Nicki Yorke

We are very proud of Richard Diola, who arrived in the U.S. in January 2005. Now at the end of his contract, Richard has been offered a position at Children's Medical Center in Dallas. He joins Noemi Agular, former HCCA RN, as the 2nd HCCA nurse to come off contract and stay at Children's.

Also, congratulations to Children's for being a wonderful place to work for our HCCA Nurses....now at 100% retention! There are more than 20 HCCA nurses to come in the next year.

CONTINUING EDUCATION CORNER

by Kristy Groth

The American Nurses Association is now offering the following online Continuing Education Classes:

“Essential Concepts for Staff Nurses: The Outcomes Imperative”

You will learn:

- The different models of quality.
- The risk adjustment and risk stratification.
- The clinical indicators research associated with evidence-based practice.

Register now for this online class at <http://nursingworld.org>

Upon successful completion you will be awarded with 2.0 hrs.

“Disparities in Health Care: Focusing Efforts to Eliminate Unequal Burdens”

You will learn:

- The historical and current factors leading to disparities in health care for minority groups.
- The challenges in providing health care to serve ethnic and racial minorities.
- The solutions in providing health care to decrease health disparities.

Register now for this online class at <http://nursingworld.org>

Upon successful completion you will be awarded with 1.6 hrs.

Please take advantage of these continuing education offerings to meet your licensure renewal requirements and for your continued professional growth. If you have any questions, please contact your Client Services Representative.

FROM THE PRESIDENT: *It pays to be nice...*

I have written much about ethics, values, appreciation, concern for others, and doing what is right. We at HCCA International pride ourselves on being responsive to our customers, our clients, our employees and doing what is right. This is important to us, represents our values and ethics, and has been our goal, mission, vision, and core for the past 30+ years.

Recognizing this is sometimes rare in the business environment today. I recently read a related article in Modern Healthcare by Charles S. Lauer who has an amazing gift for words. Rather than paraphrasing his article, I am reprinting much of it in the hope that he does not mind my sharing his insight with you. Given our culture, I think this article will give reinforcement to our beliefs that it does pay to be “NICE.”

.....
“A new book called *The Power of Nice*, written by Linda Kaplan Thaler and Robin Koval, the chief executive officer and president, respectively, of the Kaplan Thaler Group advertising agency, describes how being successful doesn’t mean you can’t do the right things in life. According to the authors, there is a payoff in being a person of integrity, and the best way to compete in a given marketplace is to keep your word and be principled in business deals.

Of course, good manners and decency in the business world are far from common. But looking at those who are most successful, you do find many who do business the right way, with integrity and even kindness. I have known salespeople who put on presentations to an account and spend most of their time running down their competitors. Talking in a negative fashion about another company or organization is both destructive and stupid. Most people would rather hear about what you have to offer in terms of products and services without you telling them what you think of a competitor. Customers, clients, and prospects feel that evaluating other companies is their prerogative, so you are insulting whomever you are trying to sell to.

I wonder how many of us have the intellect

and...understanding to write a letter of...sympathy to a competitor who...is facing a health crisis. The president of one of the largest health-care advertising agencies in New York told me the story of a competitor whose wife was dying of cancer. He took it upon himself to write a letter of condolence to the husband. He received a phone call a couple of days later from the husband, and the two of them became close friends. They would later combine the talent of their two agencies and help each other win certain accounts. That friendship lasted for many years, although both of them are now deceased.

Thaler and Koval also...tell the story of Frank, a security guard at their headquarters, who always greeted everybody in the morning with a big smile and “Good Morning.” If you’ve ever worked in New York, things aren’t quite as chummy and cordial as they are in smaller cities around the country...

Anyway, Frank apparently stuck out because of his gregarious nature. He made everyone feel valued. Now it just so happened that Kaplan Thaler was attempting to land a big airline account and had invited the airline’s executives to a presentation at its headquarters in New York. The airline execs weren’t crazy about going to the Big Apple. Like so many other people around the world, they had heard all the stories about rudeness. But they agreed to go to New York, and as they entered the office building they received one of Frank’s effusive greetings. The agency presentation went well, but from comments later made by the airline executives, it seems Frank’s role set the tone... The agency landed the account.

Figure it out for yourself. People like people who are positive and behave ethically. A smile and a hello go a long way as well to make people feel important and valued.”

Charles S. Lauer, “Nice Wins,” Modern Healthcare, 13 Aug 07, p. 26



Ron Marston, President

REMINDER

Our new address is:

405 Duke Drive, Ste. 210
Franklin, TN 37067

Free Food and Drinks!

SAVE THE DATE!!!
2007 Arizona Picnic

for all of our Arizona HCCA Nurses and Families

October 14th ☀ **4PM-8PM**

ENCHANTED ISLAND
Phoenix, AZ

Free admission to amusement park!

Rides for the whole family!

Fun with HCCA RNs and Friends!

RSVP by Sept. 28th to Tiffany Ogden at togden@hccaintl.com or 623-687-6304

HCCA Corporate Experiences a "Sunny" Side of Life

by Karen Fleming

House hunting – don't you just love it? Our sublease in Brentwood, Tennessee expired this August, so the hunt for a new location began early this year. After a couple of false starts, we found a brand new space located just down the road in Franklin, Tennessee. The most exciting thing about the space is that we are the

first tenants and were able to choose our own colors, carpet, cabinets, tile – and sweetest of all, we have our own bathrooms and kitchen!

On July 27th, 28th and 29th, we moved the office, lock, stock and barrel, into the new, bright yellow space where the sun

never sets!

Three weeks later we are still settling in, hanging pictures and working out the kinks, but we love it! If you are ever in the area, please drop in and say hello! We would love to meet you and give you the grand tour!



Stage 1: Where are the walls?



Stage 2: There they are!



Stage 3: Ceiling and Paint!



Stage 4: Almost done!



Stage 5: Finishing touches!

\$\$ Money "Cents" \$\$

by Nicki Yorke

This is a new contribution to the newsletter that I hope you will find helpful in budgeting, investing and overall Money "Cents" whether you just arrived in America or have been here for years.

In today's world of check cards, credit cards, checks, and cash, it's no wonder we tend to spend more money than we make. These magic little pieces of plastic have made it so easy to spend that sometimes we do not know when to stop. One of the best things you can do to help make "cents" of this mess and confusion is to MAKE A BUDGET! Start out by putting it on paper—how much you spend on rent/mortgage, utilities, car payments, insurance, gas, food, debt, etc. I strongly recommend having a savings account of at least \$1,000 as an emergency fund to start your money makeover. You can find sample budgets on the internet – or feel free to contact me and I'll email you my favorite. This is the *first* step in managing your money.

Next month I'll share with you a very powerful tool for using cash for almost everything with an envelope system. Good luck getting started! You are always welcome to contact me directly if you have any questions:

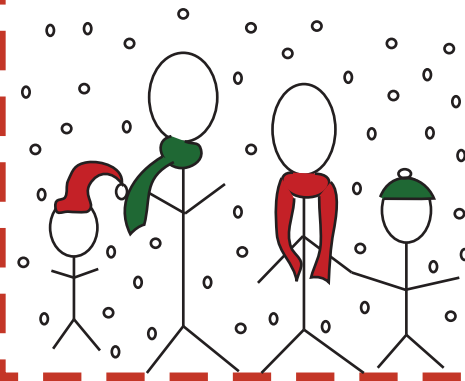
nyorke@hccaintl.com

Happy Holidays!



Believe it or not, the Holiday Season is fast approaching and we would like to try something a little bit different for this year's holiday card. We would like to invite the children of our nurses and corporate staff to submit drawings depicting their favorite winter holidays. A holiday committee will decide which drawings will be chosen. The following criterion must be met in order to enter:

1. The paper must be white and no larger than 8½" x 11."
2. It must be in color.
3. The child's name must not appear in the picture, but must be included with the picture.
3. The drawing must reach the corporate office no later than October 17th.



HCCA's Baby Space



Callista Angela Dalisay, daughter of Jelly Dalisay of the Philippines Office was born July 9, 2007.



Ariane Gabrielle Atotubo, daughter of Yvette Atotubo of the Philippines Office was born August 9, 2007.

HCCA International's

First Annual

Texas Picnic!

September 22, 2007

10 am – 6 pm

at

Sandy Lake

Please RSVP by September 3rd to HCCA at
800-932-4685 or usa@hccaintl.com

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