

# BOONE FRAGMENTS



# MAY 2009

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# MILESTONES

As you all know, we have had a lot of improvement projects on the burner over the last several months and although we will never stop adding new ones, some pretty large ones are going to get marked accomplished by the end of this month and some even by the end of the day.

For over one year, we have been struggling to create a website that is both user-friendly and chocked-full of information and ways for patients to access the information they need quickly, easily and effectively. Today we will be launching the new and improved version of [www.rbjc.com](http://www.rbjc.com). Although there is a lot more information that is far better organized and we are pleased with the look and feel, we are only partially done when we consider the full scope of this project.

We still have more that we are looking forward to adding. Over time, the employees and others will be able to access video recordings of the physicians' "lunch and learns." For those of you who can't attend or if you are just interested in learning more, we hope this will be a valuable resource. We will also be adding 'how-to' videos for coaches and trainers on topics they would like to see like taping procedures and initial treatment for specific common conditions. For patients, we will have video demonstrations of the home exercises so that they can actually view proper technique. We are working on an interactive learning tool for cast care and we will also be adding a patient survey that patients will be welcome to take on our site.

Most importantly, we are still struggling to upgrade our "web portal" which will allow patients to update their chart information, request meds, records, see when their appointments are scheduled, request appointments, and pay their balance by credit card on our site. Unfortunately that kind of functionality doesn't come easily or cheaply so we are hoping that we will be able to work through all the red tape and difficulties to deliver that before the end of this year.

Another project that we have made remarkable progress on is our dropped phone calls for the scheduling department. It took a lot of trial and error and one very useful phone report plus lots of people willing to help answer calls but we have finally approached ZERO which is excellent progress. Having added so many phone lines, we are now sure that everyone who is trying to get through CAN... so phone lines can no longer be an excuse for not getting patients on our schedule. We are still struggling to find ways of reducing our total call volumes. In the ideal world,

more patients will access us via the web portal, e-mail and direct fax, thus allowing us to keep the number of people answering our phones stable as our practice grows. The website is part of that project (contact and direct line information for every doctor's surgery scheduler and nurse is on the site now). We have also launched our patient brochures thanks to the project management of Nina Marsalis and the awesome graphic design of Cale Cosper. These brochures are given to every patient in the clinic and have been extremely well-received by the patients. The brochures help the patients understand what to expect on timelines and who to contact for help. We still have more to do and we are trying different things to make it easier for people to use our services. We want to avoid frustrating our patients with long hold times or misdirected calls and we are hoping to do that by continuing to work on this project.

Another change we have made which has impacted our number of phone calls immensely is our modification of medical records workflow. We are now able to process most requests within 24 hours of them being received. That change has resulted in far less second and third calls (checking on status) and far less frustration from those trying to obtain their records. I would definitely like to recognize the outstanding project management of Bill McGrath for the remarkable turn-around of that department.

Another area in which I believe we continue to make improvements every day is our staff education and experience level. I am extremely proud of every member of our staff who has tried to learn a little orthopedics this year through our bonus testing program. It has also been gratifying to see the attendance lists at the doctor's 'lunch and learns' and hear the staff comment about how much they got out of them. I believe that over time, we will have the best orthopedic clinic staff anywhere because we will have people who get smarter and better every year and stay around to help us continue to be a great place to get orthopedic care.

Although we are on a long road which may or may not actually have an end, I feel good about the milestones we have passed so far this year.

# Marketing Madness!

Maddening is an understatement! It has been an extremely eventful month with health fairs, spring flings, school fairs and community events. Dr. Mays joined us at Crown Industries for their annual health fair. It is a two day event for all the employees so they can get their health questions answered. They had a lot of questions for Dr. Mays and our group.

On that very rainy Saturday in April there was a huge turnout for the YMCA's Healthy Kids Day. We had a captive audience because all events were moved indoors. The kids enjoyed our PLINKO game! Lexington Creek Elementary in Sugar Land held a Family Fun Run and one of the Katy elementary school had the Grizz Fest. Both events gave us an opportunity to educate everyone about Richmond Bone and Joint's physicians and services.



# BIRTHDAYS!!!

**M**  
**A**  
**Y**

Ramona Partain, 2nd  
Julie Hinz, 7th  
Sheetal Patel, 8th  
Angela Kocich, 9th  
Taurus Eastland, 10th  
Amanda Noll, 11th  
Leslie Stanford, 12th  
Mike Vara, 14th

Gracie Garza, 19th  
Jessica Valencia, 21st  
Gwynne Sury, 22nd  
Jennifer Charles, 23rd  
Rhonda Horton, 24th  
Shannon Chisholm, 24th  
Terri Fields, 27th

## Anniversaries

**1 Years:**

**Tabitha Tullos  
Barbara Weis**

**4 Years:**

**Tammy Cavazos  
Orlando Critchlow  
Cindy Vasquez**

**2 Years:**

**Carla Harris  
Heather Edwards  
Cecilia Flores  
Rosie Martinez  
Veronica Munoz  
George Vasquez  
Karen Woods**

**3 Years:**

**Letty Villarreal  
Monica Ybarbo**

**6 Years:**

**Ramona Partain  
Chuck Bethel**

# FAMILY FUN DAY 2009

## BRAZOS BEND STATE PARK

# June 27th

## 3-9pm

### Hamburgers & Hotdogs

### S-mores

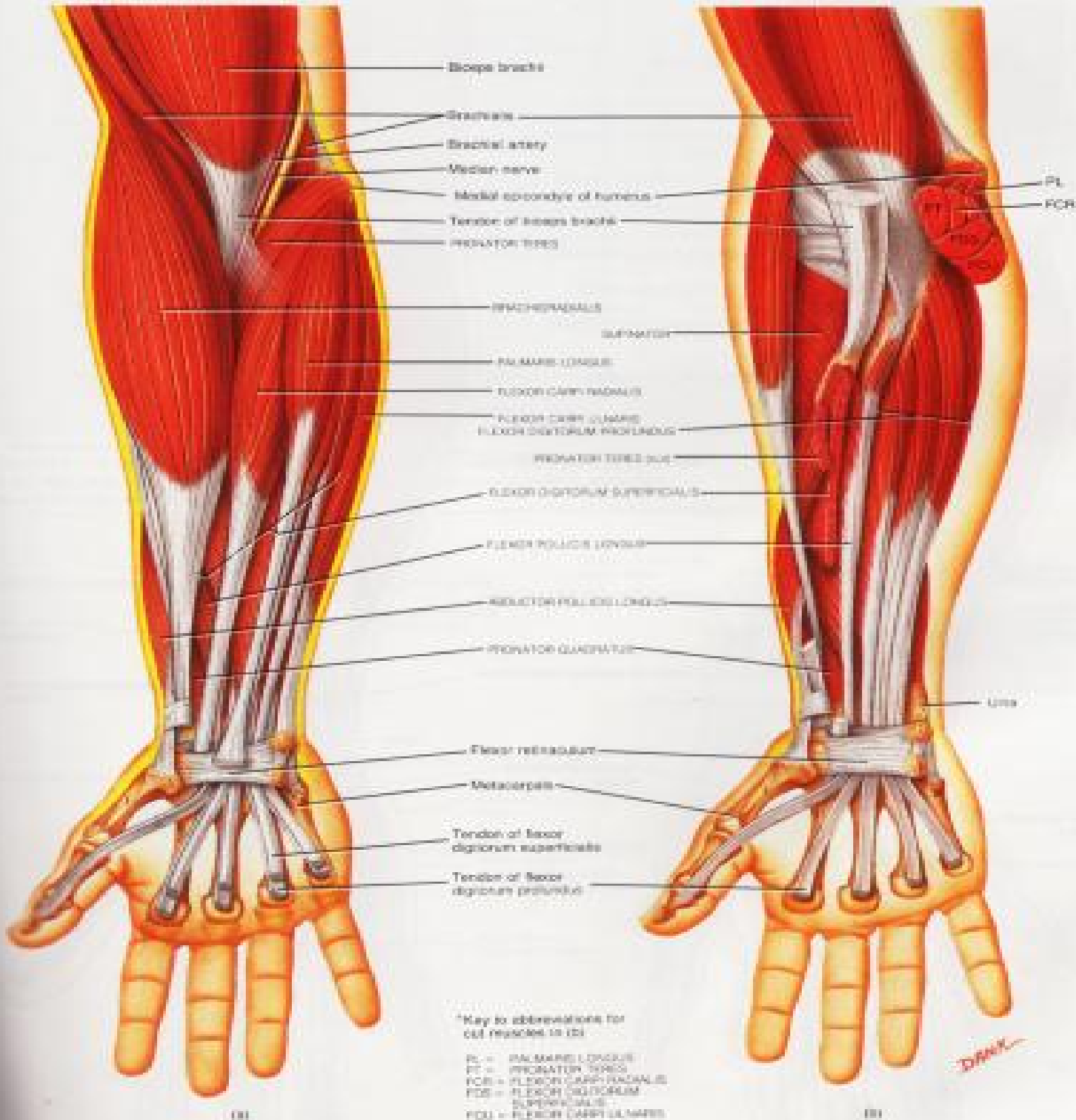
### Games & More!



Shelters still available - \$15 ea. Sleeps 8  
Contact Patti for more information.

# REMINDER: NEXT BONUS TEST WILL BE OVER THE HAND & ELBOW.

BE SURE TO VISIT [www.rbjc.com/patient\\_education](http://www.rbjc.com/patient_education), and .  
**Study STUDY STUDY!**



# May 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6 Nurses' DAY	7	8 <b>STAFF MEETING</b>	9
10	11	12	13	14	15	16
17	18	19	20	21 L&L Breeze	22	23 Energy Game
24	25 Closed	26 Anniversary Lunch Happy Hour	27 Blood Drive (R), L&L Shah-SL	28 <b>BONUS Test</b>	29	30
31						

# June 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5 Staff Meeting	6 Energy Game
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Bonus Test	26	27 Family Fun Day
28	29	30 Ann. Lunch				