

Social Media Opportunities



NEWSLETTER NAMED

The votes have been counted and the results are ready for release! The newsletter name will be **Inside Out**. This name was submitted by Teresa Logan, our AR Manager. Thank you to all who sent in suggestions and participated in the process.



NEW LOGO UNVEILED

It can't be a red ball and it should allow use in a digital world, as well as daily print. With this brief, but surprisingly specific goal, the search began. Several options surfaced and after discussions and samples, the finalists were presented to the DHS employees for a vote. The results were unbelievably close, but the winning logo has been selected. You will need to look elsewhere in this issue of Inside Out to see the entire logo.

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Hammond's Heroes



Bruce W. Hammond
President/CEO

Thanks to Tim, I have a new column name this month. It has been a difficult task to decide on the content for "Hammond's Heroes".

As I talked about in my last column, there are so many who have given and contributed to the current situation and the success year to date it is nearly impossible to list them all. In every division in every service line

there are people who have stepped to the plate to help lead, support and assist the efforts. Generally, the hero at DHS is typically atypical from employees of many organizations. We all know our standard employee is more than a cut or two or three above the norm. To have the ability to work independently, make clinical and operational decisions typically reserved for department managers or supervisors is normal here for staff technologists and sonographers. The internal staff in each office has worked harder to cover the existing workload with less people. We have tasked people to accept new and divergent roles to address specific company needs, we have asked them to travel, to stretch themselves in many ways and nearly all of you have exceeded my expectations. You are all my heroes.

I had the opportunity to spend most of the last week in San Antonio at the annual conference of the American Academy of Medical Administrators. This organization has a large military contingent, somewhere about 45% of the total membership and more than 60% of the attendees. In San Antonio is Brook Army Medical Center (commonly BAMC or "bam" "c". At BAMC is a building called "The Center for the Intrepid". The CFI is a privately built building which has over 600,000 donors and was completed in 16 months from the first shovel to the door opening. If you ever have the opportunity to tour this facility, jump at it. The amazing things they do there are eclipsed only by the soldiers, airmen, marines, sailors and coast guard who are being treated there. This is not the checkout line for the Wounded Warrior. It is not the last

step from active duty to medical retirement. Fully 40% of the people there go back to active duty, and I am talking including deployments. There are no excuses, no compromises; as the CFI Director told us, we have no patients here, we have our military, we have participants.

The Participants at the CFI are truly the intrepid. They are heroes for all of us. There are two more CFI Units in the process of being built, but different focuses, one at Bethesda and one at Camp Lejeune in North Carolina. These two will deal with the most significant injury from the past 10+ years, Traumatic Brain Injury (TBI). Do some reading about this. These people will be coming home to your communities and the more you know, the better you can assist being part of the healthcare community and show these heroes you cared enough to learn about their injury and their needs.

Finally, my hope for all of you is a peaceful holiday season. Thank you heroes for your continued support of DHS as we move forward.



Mascot Names from page 6

Vicky Potter—Trojans	JoAnn Taylor—Lions
Kim Collis—Falcons	David Look—Yellowjackets
Wanda Owens—Buccaneers	Phyllis Catalon—Patriots
Bruce Hammond—Lancers	Tom Dzierney—Rebels
Tim Chambers—Marauders	Teresa Logan—Trojans
Tina Vonderheide—Orphans and Orphan Annies	

Never Forget Who Pays the Bills

“Do you ever imagine how things could be? I do, though not so much about changing the world or what it’ll be like when I reach some big goal. My dreaming is often about . . . well, how things ought to be.

First, the reality part of the story: It was 8:57 on a Saturday morning. I was standing in front of what the Miller kids call a “haircut store.” I needed a trim, but waiting forty-five minutes in a busy hair salon on a weekend to get one is not one of my life goals. So, as I always do, I arrived just before they opened at 9 A.M. And then, surveying the parking lot and seeing how many other people had a similar idea, I slipped out of my truck and went to lean on a pillar in the store’s entryway, trying to look casual and not too obsessed with being first in line.

At 8:58, I noticed a woman hurrying along the sidewalk toward me with key in hand. She came right up to where I was, did not acknowledge me, put her key in the salon door, unlocked and opened it just a bit, and then quickly squeezed through the newly created opening. When I moved to follow her, she turned and curtly said, “We’re not open yet,” and proceeded to shut and relock the door from the inside—right in my face.” That’s when I began to dream.

“Good morning, sir! Wow, so, so good to see you! Isn’t it just a fine Colorado day? And it’s not just about the weather—it’s about you, because I know why you’re here. You’ve come to fork over some hard-earned cash so that my colleagues and I can pay our bills, put food on our tables, and send our children to college. You, sir, at this moment, are the most important person in my world! We open in a few minutes. Would you like to come in and have a seat while you wait? Do you like coffee, sir? Great, I’ll get a pot brewing right away. Welcome!”

Wouldn’t that have been terrific? That’s the sort of thing I dream about: organizations treating their customers like they’re the most important people in the

world. Unfortunately, for too many organizations—like my haircut store—it’s only a dream. And the woman who shut and locked the door on my nose? She was the manager!

In *Flipping the Switch*, I suggest that service—*real service*—is simply doing for others that which we don’t have to do. And it’s true: Whenever a customer is absolutely delighted, it’s because someone did something for them that they didn’t have to. Organizations have spent untold dollars, time, and energy on customer service training, and yet all we really need to do is follow this simple—and profound—idea. Keeping it in mind will help each of us remember to go above and beyond for the people who pay our bills.

The salon manager didn’t have to let me in, and, of course, she didn’t. But think of the impression it would have made on me if she had.”

“Whether it’s a nonprofit working with donors, a church and its parishioners, a government entity serving citizens, or a corporation moving products around the world, we all have customers and without them, no organization would exist. I know that may seem like an obvious thing to say, but it’s easy to forget sometimes, especially for those individuals who are higher up or deeper inside the organization and don’t deal directly with customers each day. But here’s the deal: Outstanding organizations never forget who pays the bills.

Who pays your bills? Whoever it is, visualize them as wearing a flashing neon sign around their neck with twelve-inch-high letters that read MAKE ME FEEL IMPORTANT!—and then do something for them you don’t have to do.”

Excerpt From: John G. Miller. “Outstanding!.” PENGUIN group, 2010-03-01. iBooks.

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IT Bits & Bytes



David Look
Chief Information Officer

Update My Computer??? Didn't I just do that???

If you use a PC, you have seen the email from your **Friendly** and **Cheery** local administrator or notification in your systray (that's the lower right area of the screen that shows what's running in the background) or small popup from Adobe (Acrobat, Flash), Oracle (Java) or Microsoft notifying you that you have an update(s) for your PC.

Generally these updates are due to exploits, somebody found in the programs code which will let viruses, malware or Trojan horses infect your PC. Recently there was a bug that crept into systems from a Java exploit that acted upon Microsoft C++ libraries. You may say "David, I don't know what the heck you are talking about, I never use those things." You may think that is a true statement however many webpages, legitimate ones at that, will sell advertising space to a client, who sells that ad space to someone that will attempt a browser (and computer) hijack. Believe me it can happen to any of us.

What do I do when this happens ? Turn your computer off, yep right away hard power. Reboot and see if any damage was done. If so and it's a DHS PC call your **Friendly** and **Cheery** local

administrator (me) and I will walk you through support. If it's a home system ... well let's look at prevention.

Prevention of Attacks –

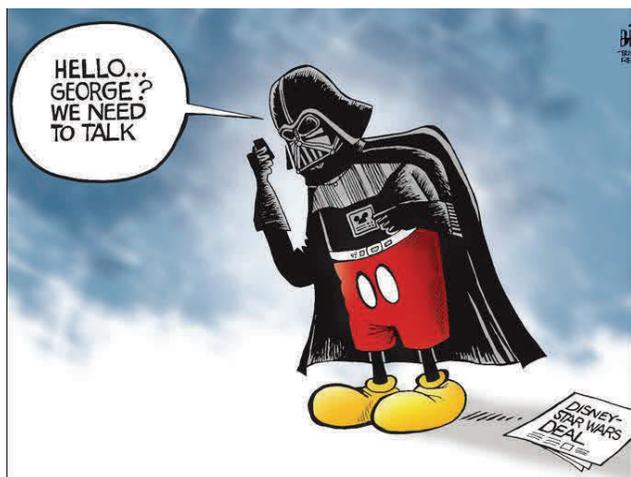
Make sure your Windows, Java, Adobe Acrobat and Adobe Flash are up to date and previous versions of the programs are removed via control panel add/remove programs. OK the for instance is: "Yes I updated java to v7.6 but the old 6.1 is left in there". Go into Control Panel Add/Remove programs and remove the older version. This is also where you can cleanup all the Toolbars that may have been added to your browsers (Ask, Coupon, Google, etc) or other programs you know you do not need.

Make sure your Antivirus is up to date and current version

OK, but I use a Mac, Linux or Chrome system. There are exploits out there for those machines as well, however they are not as prevalent as with PCs. I still encourage to update your devices and current AV.

Respectfully submitted,

David Look
Your **Friendly** and **Cheery** local administrator



Nov 1, 2012 Rand Bish Pittsburgh Tribune Review



Image source: <http://chscats.com/wordpress/?p=2304>

The Final Frantic Moments of a CT System Change by James Smith, Division Manager—Oklahoma

Editor's Note: This story reflects the final hours of a CT system exchange. During this process, DHS successfully partnered with vendors and was able to move from a blown CT tube with only two months left on the contract to a new CT system and a 24 month contract extension. This was done at the last minute without the customer seeing much more than a slight hiccup in service delivery. Behind the scenes, well...let say more was involved than met the eye.

Friday July 7th, 2012. Our CT unit in Prague, OK (about 90 minutes from Tulsa) has a bad tube. An e-mail says a new scanner is on the road and will arrive Saturday morning around noon. That leaves 24 hours to coordinate the removal of the current system (a mobile trailer installed as a fixed site). My first call was to Belger's Cartage service. The first date quoted was Tuesday. Hmm, that's not going to work - how about tomorrow morning? We all come to an agreement that the truck will be the by 10:00 am Saturday morning.

Saturday, July 8, 2012. I arrive on site at 5 am. The unit has to be packed up and readied for transport. This consists of removing all supplies, injector, furniture and any loose items. Next pop-outs must be stowed and locked in. The pop-outs have not moved in 4 years and do not wish to move today. It is now 7:00 am and the temperature is 85. Did I make a wrong turn and go to Phoenix? The pop-outs are hydraulic. Valves are stuck. You would expect if it was below freezing but that's not the case. Where is the hammer?

9:30 am and the pop-outs are finally in and locked down. Temperature is now 93 and the truck is pulling up to haul the scanner off. I still need to get the jacks up and disconnect the power, phones and fire alarm. Oh yes, it is always good to contact the fire department before you disconnect a closed loop fire alarm. Did I mention the jacks are hydraulic too? Yep, they are. Where is that hammer?

The new scanner just pulled up and the power still has to be disconnected. The unit is powered be an umbilical cord that is 75 feet long and weighs 15 pounds per foot. It is hard wired and must be disconnected at both ends. Not a problem, I know how to do that. Wait! The main power disconnect is locked and the key guy is on vacation. Not a problem because there is a universal key. Unit is loose and the truck is backing up to it. It is

10:00 am and 98 degrees. The truck is backing up to it and it will not move. Air valves stuck. Where is that hammer?

The old unit is rolling off the pad and the new unit is backing up to the pad. Reverse the previous steps (hopefully without the hammer). 1:30pm. Jacks are down and pop-outs are out. Dragging power cable under trailer to wire it up. It is 107 degrees and the AC in the unit does not work until power is hooked up. 5:00 pm. Power is on, AC is working and I am done for the day.

Sunday July 8th,2012. 7:00 am. I am back in Prague to install the injector, hook up phones and run the fire alarm circuit. Fire alarm and phones are first because it is already 85 degrees. Back inside the trailer it is cool. The injector cables run through the ceiling so it begins with removing a number of tiles. It is best to wear gloves, not for sharp edges, because tiles are white and hands get them dirty.

Everything is hooked up and working. It is 3:30 PM and I am going home. The service group will be on-site at 8 AM in the morning to bring the scanner up and do calibrations. I will be here – with a hammer, just in case.



Our CT Unit in Prague, OK

HR Update



Timothy W. Chambers
Director —
Human Resources

Be sure to check out the new HR website by clicking [here](#). We have added links to useful sites as well as sites related to our payroll process, medical and dental plans and our 401(k).

At present, we are close to entering a black out period for our 401(k). This rather ominous sounding description is actually just a time where activity is stopped so the transition to the new plan can be done without too many moving parts. Those currently participating in the plan will be receiving information regarding the process and what steps need to be taken to maximize this important benefit. If you do not currently participate in our 401(k), this may be a perfect time to begin contributing to your future. Informational meetings will be scheduled in the near future so watch your email for dates and times.

The benefit enrollment period will begin in early-mid December. Watch your email for forms and information. We need EVERY eligible employee to complete the form indicating their enrollment or declination of the benefit due to other coverage. **This is very important! Replies can be by scanning and email or by fax (623.878.5670).**

If you currently participate in the flexible spending account (medical or dependent care) just a reminder that you must use any balance in your account by December 31 or the balance will be forfeited. You are able to check your balances online.

If you currently hold a registry, whether ultrasound or nuclear medicine, please be sure to give a copy of your current registry card to your Division Manager. The ARDMS renews everyone at the same time (Dec 31), so as you pay dues for 2013 and receive a new card, this is a great time to make a copy before your card gets buried in a drawer. While other registries may have differing cycles, please take this opportunity to make sure the card we have on file is current. Also, check your CPR and any other health record that may be expiring and make plans to renew before the expiration date.

As always, please let me know if there are any questions or concerns.

hr@dhsinc.com

HIGH SCHOOL MASCOTS of DHS employees

These mascots were sent in by DHS employees in response to our last newsletter request. See how many you can guess! Some are obvious, others - not so much. (Answers on page 2)

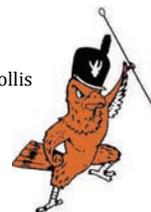


Vicky Potter



JoAnn Taylor

Kim Collis



David Look

Wanda Owens



Phyllis Catalon



Bruce Hammond

RIDGEWOOD



REBELS

Tom Dziorney



Teresa Logan



Tina Vonderheide



Tim Chambers