

April 2019

DO YOU KNOW THE ABC'S? *NO, NOT THOSE ABC'S.*



Loren Funk
Chief Operations Officer

It's time to learn a new set of ABC's so that we can help patients and visitors better navigate our Gainesville campus. If you work in Gainesville or have been there lately, you no doubt noticed the giant, colorful letters that were installed outside each building entrance a couple of months ago.

Then late last month, The Norton Agency finished installation of the Medical Arts exterior signage project, which includes new monument signs, directional signs at intersections pointing visitors to the A, B and C buildings, designated parking area signs as well as campus maps posted outside what we used to call the 725 and 705 entrances.

In the meantime, we ask that you get familiar with which building is which so that you can begin including it in any instructions you provide to patients trying to find their way, whether by phone or on foot.

Here's a quick cheat sheet:

Building A (Blue): Often referred to as the 725 entrance, this is the entrance that includes Pediatrics, WeeCare, Pharmacy, MRI, Central Lab and Chick-fil-A on level one, OBGYN and Administration/Business Office on level two, and Urgent Care, Internal Medicine, Family Medicine and Imaging on level three. Visitors should be instructed to look for the blue "A."

Building B (Red): Typically called the 705 entrance, this is now marked by the red "B" on both sides of the building. This building serves as the main entrance for Vascular & Vein, Center for Weight Management, Perinatology, Surgery and the Breast Center (level two) as well as Longstreet Clinic Cancer Center (level three).

Building C (Green): Also known as "the 655 building," a large green "C" is now posted outside the entrance for Orthopedics, PM&R and Physical Therapy. This building also is home to Neurology.

Design of new interior signage and directionals is underway, and our hope is that will be finalized and installed later this year.

Thank you for taking the time to understand this new system. Our goal is to be as patient-friendly as we can, and one of the ways we can do that is removing as much confusion as possible when it comes to helping our guests find their providers.



LONGSTREET BEAT

AROUND THE CLINIC

Congratulations! Once again, Longstreet Clinic was a proud sponsor and participant in the Greater Hall Chamber of Commerce's Chamber Chase 5K and 2-mile Wellness Walk. It was the 12th annual event, and we have been involved since the beginning. This year team Longstreet Clinic took home the **People's Choice Award for T-shirt design!**



On March 15 we held our annual 50/50 drawing and Ice Cream Social to raise money for the March of Dimes. Congratulations to **Judy Sisk** (OBGYN) who was our 50/50 winner and took home \$483! The Ice Cream Social also raised \$469. Thank you to all who participated, and don't forget to join us April 27 at our Gainesville campus for the March for Babies.

On March 27, Longstreet Clinic sponsored a table at "Motivating Women" featuring Michelle Nunn, CEO of CARE USA. A fundraiser for WomenSource, Inc., the event focused on the importance of service and investing in community, as well as ways in which investing in women and children can yield powerful results.



Best sure to check out the latest edition of Communicare! Longstreet Clinic providers are featured on pages 8-10 in the article about Northeast Georgia Health System's Cancer Services, and pages 12-13 in the story about bariatric weight loss. Visit www.nghs.com/communicare

Internist **Fatimah Manzoor, M.D.**, recently attended the Association of Physicians of Pakistani-descent of North America Charity Fashion Show, where she also promoted the Clinic. Thank you, Dr. Manzoor!



BE ON THE LOOKOUT: LONGSTREET BEAT GOES PUBLIC

Keep your eye out for a special quarterly edition of Longstreet Beat that will be distributed to our patients and the community. We want to share our good news and our services with the public on a regular basis, so keep sending those ideas our way at prmarketing@longstreetclinic.com.

KUDOS KORNER

2019 RETREAT WRAP-UP

Longstreet Clinic providers and many staff had a great weekend March 8-9 celebrating accomplishments and planning for the future at the Clinic's annual Strategic Planning Retreat. Highlights included a lunch production about Parallel Revenue Cycle Training starring many familiar Longstreet faces (we promise it was a lot more entertaining than it sounds), a special award presented to **Debbie Edwards, RN**, as well as breakout sessions about EPIC and other topics. Our Northeast Georgia Health System guests also presented an update as well. *Thank you to all who participated!*



NEUROLOGIST FRANK MCDONALD, MD, FEATURED ON MAG'S 'TOP DOCS RADIO'



Frank McDonald, M.D., M.B.A., a board-certified neurologist with Longstreet Clinic in Gainesville and immediate past president of the Medical Association of Georgia (MAG), discussed medical and health care economics on a recent episode of MAG's "Top Docs Radio" show.

Among the topics discussed:

- How America's health care system compares with the rest of the world
- Some of the unique ways other countries solve their health care problems
- What Americans think of our health care system
- How health insurance companies earn profits
- Why it's important to reduce the number of uninsured
- Some of today's biggest health care barriers
- The link between quality and access and health outcomes

Visit the "News" section on longstreetclinic.com to find a link to hear the whole show.

NGMC CANCER SERVICES HONORED WITH ACS 'OUTSTANDING ACHIEVEMENT AWARD'

NGMC's Cancer Services is the only program in Georgia – and one of only 24 programs in the nation – to receive the 2018 Outstanding Achievement Award from the American College of Surgeons Commission on Cancer. Longstreet Clinic's oncologists and hematologists provide physician services and treatment as part of the program.

"The Outstanding Achievement Award truly demonstrates NGMC's deep-rooted commitment to our community and patients," says **Charles Nash III, M.D.**, medical director of NGMC's Cancer Services and medical oncologist with Longstreet Clinic. "It's further proof that patients don't have to travel outside of northeast Georgia for top-quality, nationally recognized cancer care."



DATES TO KNOW

4.27

March for Babies

5.4

Gainesville / Hall Dragon Boat Challenge

7.1

EPIC Go Live

8.16

Corporate Olympics

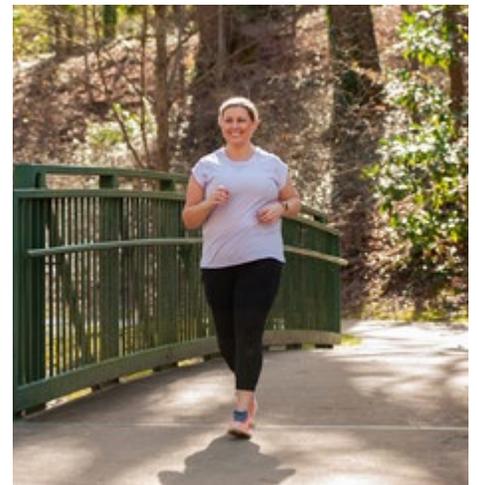
WE WANT TO HEAR FROM YOU

If you have ideas, brags or service updates for our next edition of the Longstreet Beat, please submit those to prmarketing@longstreetclinic.com.

IN THE NEWS

LOSE BIG, GAIN MORE: LONGSTREET TEAM FEATURED IN CAMPAIGNS

Be on the lookout for two of our own **Dr. Rebecca Ando** and **Christine Price**, who are featured in the Center for Weight Management's current ad campaign, which includes print and digital placements as well as Longstreet Clinic's first TV commercials! Thanks to both of them for sharing their weight loss journeys so that others might be encouraged to learn more about how they can change their lives. Visit our news section online for links to their stories.



For their
**Head, shoulders,
knees and toes.**



LONGSTREETCLINIC
Pediatrics