

The Roundtable

Published Mostly Weekly by the
Bangor Area Rotary Breakfast

www.bangorbreakfastrotary.org

January 17, 2019

Naming Things

What's your name? In this morning's meeting, the name was Northern Light Health. Jon Hutter, director of Brand and Marketing for what from 2006 until October 2018 was known as Eastern Maine Healthcare Systems, took us through the lengthy process of rebranding that created Northern Light Health.

Tom Violette, who introduced Mr. Hutter, was one of 400 on the branding team that worked for over two years to produce the Northern Light name. "Rebranding is about how we operate and present ourselves," Mr. Hutter said.

After a year's work, the team settled on the phrase "Make Healthcare Work for You." The "you," explained Mr. Hutter, is about patients and employees. If employees – for any company – are happy, patients and customers will get high quality service.

A goal is to make healthcare accessible. Organizations comprising Northern Light Health include nine hospitals, several labs, hospice care, health care centers, labs and continuing care in over 100 locations. Mr. Hutter explained that because of the far reach of the system – from Presque Isle to Portland, Greenville, and Blue Hill – using one overall name – Northern Light Health – assures patients and clients that there is one organization attached to the locations.

"Northern Light" assures continuity and consistency of care.

Speaking of names, Mr. Hutter described the transition to electronic medical records. The names we use appear in Northern Light Health's system, accessible regardless of which facility we use. However, the learning curve continues. "It's like learning a new language. I took French in high school, and could probably take a crash course and be able to use French." Confessing that he is a life-long Mac computer user, the Dell PC used for the PowerPoint presentation gave him a learning curve. Likewise, EMR is a new language for many.



Learning a new language-Mac, meet PC. Jon Hutter, (l) gets tutorial from Ken Kimball

Mr. Hutter is familiar with health care systems. He came to Maine 23 years ago, and worked ad agency accounts for MaineHealth and Maine Medical Center. “We are advertising the system and looking at people as people, not as patients,” he said. “There will be savings down the line. We are an organization of and about Maine.”

No Snow. Yet.

Dry streets and single-digit temperatures greeted us. **Tyler Hoxie** was a wee tardy because of a misplaced car key adventure. He brought the necessary sign-in table accoutrements just before the end of breakfast. **Paul Miragliuolo** fined him, which should inspire Tyler to get a spare car key made.

Paul also fined **Tom Dorrity** for his birthday. Warbling trillingly on their tongues, **Les** and **Lisa** serenaded Tom.

“They are a bunch of rambunctious kids.” So described **Pudge Harrison** as he described his attendance last night at the Interact Club meeting. The meeting’s exercise included a quiz: “what grinds your gears?” This was assuming non-automatic transmissions.

Speaking of cars, **Lisa Larson** reported that the EMCC held the Business and Legislative meeting last night at Rangeley Hall. She said Darlings Auto Group donated a new Jeep for the EMCC Automotive program to help with their MOPAR MCAP program.



David Zelz, who works in Human Resources at Northern Light Health, said he tells every new employee to complete health insurance papers. “I say it several times to each person and I say ‘I know that I sound like a broken record, but...’ Then I realized that they probably don’t know what a RECORD is!”

Les Myers- January 17, 2019



Marc Scott

