November 9, 2007

Dear Friends and Colleagues,

Dr. Bertice Berry is back with us by popular demand. Those of us who have had the pleasure of being inspired and entertained are again being reminded of why we choose healthcare as our profession.

Last night in a casual conversation with Mrs. Ellin Goetz, an NCH Board member and another person visiting Naples who is the son of an Ob/Gyn physician, I was describing the range of emotions we had when we were with Dr. Berry. Mrs. Goetz experienced Dr. Berry last time and confirmed that both the emotion and rational side of the brain are stimulated when we reminisced with the caregivers during her four presentations.

The son of the Ob/GYN physician stated that his father delivered thousands of babies over the years and believed he was in the business of helping people. I agree. We do have purpose, worthwhile work and make a difference everyday, to paraphrase Quint Studer who is a former hospital CEO turned leadership coach.

"Why are we here? What is my purpose? Not what is my job?" are quotes of questions Dr. Berry shared with us. Our job *is different* than our purpose. We do more than a job everyday—we care for and comfort patients who are our friends, neighbors and community members. That is our purpose which gives us satisfaction that we are leading worthwhile lives professionally. Remember your first day of work or when you were first licensed. You were pleased to be part of a team that made a difference. Cherish and re-live that good feeling everyday.

Sometimes, though, we lose our way and need guides to get us back on tract. Dr. Berry is one of those guides. She observed during her last visit that we don't take credit for all we do every day for the patients and families we serve. Not many organizations care for more than 31, 000 inpatients every year or assist in the births of 4,500 babies. Not many organizations have won 25 quality awards over the past three years. But it's not the awards that count—it is the lives saved and the complications avoided that make a difference for patients and their families, and give us the knowledge and the satisfaction that we are helping.

Dr. Berry with be back tomorrow, Saturday, November 10 at 10 AM in the Telford Auditorium downtown to share some stories and advice. We invite you to an experience where I'm sure you will both learn and enjoy.

Respectfully,

Allen S. Weiss, MD President and CEO