



Ian Conroy, PT

Ian Conroy, PT, Customer Service Award Winner

As a physical therapist at the Vanderbilt Rehabilitation Center (and one of only 22 certified orthopedic specialists in Rhode Island), Ian Conroy has a truly hands-on relationship with patients. He guides

them toward recovery from often painful injuries and surgery, encouraging their persistence and applauding their progress.

“Ian is fantastic with his patients,” reads his nomination for this month’s award. “He has a gentle, but firm way to get the results that he and they both want; he is a good listener and a great teacher.” Other colleagues cite his endless patience and dry sense of humor.

All of those qualities also apply to Conroy’s excellent work this year on a new documentation and scheduling system. Along with others in the Vanderbilt outpatient department, he has been working to build a streamlined Lifespan-wide outpatient rehab documentation and scheduling system. He quickly became a leader on this team and was Newport Hospital’s primary documentation report builder.

“Ian is our ‘go to guy,’ our Cedaron expert,” writes a colleague. “He does all of this challenging, and at times frustrating, work with a positive attitude. He helps rectify whatever documentation system pickle you may have become entangled in. He calms you down, makes you believe he can resolve the problem, and if possible, he does.”

Bottom line, his co-workers and supervisor agree: Conroy is an “above and beyond” kind of guy who has been going above and beyond for a long time.

A message from Arthur Sampson, interim president

It’s been very pleasant to be at Newport Hospital these last few weeks and to meet old friends and former colleagues after more than four years. Although my appointment here is temporary, I take it seriously and look forward to working with you.

Because I retain responsibility for The Miriam Hospital during this period, I am not able to spend every day in Newport, but you will see me frequently. Our executive team is excellent and fully capable of handling routine events and problems.

The search for a new hospital president, an effort that is led by Dr. Tim Babineau, will likely take several months. Dr. Babineau recognizes the importance of Newport Hospital, especially within this community, and is committed to finding the best candidate for this hospital’s needs.

I will also be working with Dr. Babineau to assess the hospital’s programs and finances. Together, we will determine what our next steps should be, and I will keep you informed.

Thank you for your dedication to Newport Hospital and our patients.



Lifespan Unveils New Brand Mission



Delivering health with care.

WE ARE BIG.

WE ARE PERSONAL.

WE ARE ANALYTICAL.

WE ARE CARING.

WE ARE EXPERTS.

WE ARE SEEKERS.

In January, Lifespan launched a new brand mission: Delivering health with care. The new brand mission replaces the Lifespan brand “Helping our Hospitals Take the Best Care of You,” and the Lifespan mission, “To improve the health status of the people whom we serve in Rhode Island and southern New England through the provision of customer friendly, geographically accessible and high value services. We believe that this can best be accomplished within the environment of a comprehensive, integrated, academic health system.”

The new brand mission was announced internally through employee forums, on Lifespan’s internal website, in emails and through a special mailing to all employees. The brand mission was unveiled to the public through television advertising, print ads, radio ads, billboards and bus ads.

Lifespan’s brand mission needed to be changed, says Timothy Babineau, MD, Lifespan’s president and chief executive officer, because the system has changed. “Lifespan is 20 years old this year and in the past two decades, we’ve adapted to meet the needs of the community and the continually evolving health care landscape. This new brand mission better reflects who we are today.”

The new mission comes after research conducted in the community, a survey of Lifespan employees, and interviews with Lifespan’s clinical and senior leadership, as well as the Lifespan board. Four hundred and four residents in Rhode Island and 102 residents of southeastern Massachusetts were asked about their awareness of Lifespan and other systems in the region, to compare Lifespan’s quality of care with other systems, and asked to rate the most important factors in their choice of health care providers. The results show that Lifespan and the partners are held in high regard by the public, who said that Lifespan provides high quality care, and that they would recommend Lifespan partners to family and friends.

The brand mission, says Babineau, is more than words. “It was created to communicate to employees and the public Lifespan’s unifying focus and enduring purpose. It also is meant to help focus and guide every interaction with patients, their families, and co-workers.”

All employees were mailed the new mission, along with six statements that are components of the promise Lifespan makes to the community we serve. They are:

- That we have the resources to handle the nearly infinite range of health challenges that occur in our community of more than one million people.
- That we provide highly personalized care to each patient, who benefits from the extensive knowledge and expertise of our collaborative teams of experts.
- That we continually engage in research that will lead to the breakthroughs that will become tomorrow’s cures.
- That we continually collect and study data and carefully measure outcomes to assure delivery of the most effective, leading-edge clinical care.
- That we never forget that our patients may feel vulnerable, so we consistently provide care with kindness and empathy,
- That as an academic medical center, our collective expertise is second to none, and we bring that expertise to our patients and into our community in many ways.

“We have an extraordinary group of employees at Lifespan,” Babineau says, “and the new brand mission reflects what happens every day at Lifespan facilities. I’m proud to share that message with the people in our community.”