

# THE Importance of Caring

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my journey into health care



## Vicki Forsberg

GIFT SHOP MANAGER

Vicki Forsberg had never considered a career in health care, because she didn't think it was for her.

**"Health care wasn't on my radar," she said. "I always thought anyone working in the hospital would have a clinical background or clinical degree. I never even considered there would be a perfect department within the hospital for me to be the part of."**

Forsberg changed her mind when she saw a manager position open at Columbus Community Hospital's Gift Shop. The position seemed like it would be a perfect fit for her with her background in retail and merchandising, so she decided to apply.

She's very glad she did. Forsberg got the job and has served as Gift Shop manager since July 2011.

**"I applied for the position on the very last day the position was open and I kind of always felt like it was meant to be, because I could have totally missed it by just one day and not had this incredible opportunity to work in the Gift Shop,"** Forsberg said.

CCH's Gift Shop offers unique and thoughtful gifts for new babies and their parents, as well as patients of all ages. It offers cards, balloons, stuffed animals and a large selection of handmade baby items, including quilts, receiving blankets, burp pads and bibs that are stitched by CCH volunteers.

The Gift Shop is operated by CCH's Volunteer & Guest Services and is primarily staffed by volunteers.

As Gift Shop manager, Forsberg is in charge of the day-to-day management of the shop. This includes ensuring all the shifts in the Gift Shop are covered by the hospital's volunteers and VolunTEENS, balancing the register, preparing reports for accounting, training new volunteers, and ordering and maintaining the right mix of merchandise for customers.

**"The volunteers and I don't tend to patients, but we kind of make it our mission to really cheer up a patient or visitor by helping them select the right item from our shop that is going to let them know we really care,"** she said. **"We go out of our way to give each person who enters our shop a good experience."**

Forsberg is able to meet this goal thanks to CCH, which funds market trips for her to find new and exciting merchandise for the shop.

**"That's an expense to fly me there, keep me in a hotel, pay for my wage while I'm attending,"** she said. **"But if they didn't support me in doing that, I don't know what kind of gift shop we would actually have."**

Thanks to these market trips, the Gift Shop has merchandise people go out of their way to see. The Gift Shop stays busy and it's seen its sales almost double in the last year.

**"We have many customers who stop in to the Gift Shop and say 'I had to come over, because if I don't come once a week, I'll miss something that is exciting and new,'"** Forsberg said.

Forsberg enjoys providing these customers with unique and special merchandise, and she enjoys working at CCH because she appreciates CCH's commitment to giving back the community.

**"When people ask me where I work, I say that I am a proud employee of CCH and people really sit up and take notice of that, because they realize the good things this hospital does,"** she said. **"Before working here, I had no idea the reach and the depth of everything that CCH does for our community and how involved it is in the community."**

Just as CCH supports its community, Forsberg said it supports its employees too.

**"I've worked at several other employers in my 30 plus years of being employed and I've just never had this same level of respect and appreciation for what I do,"** she said. **"It's just an awesome place to work. I just can't imagine doing anything else and I'm really fulfilled and happy with what I do."**

**For more information on Forsberg and CCH's Gift Shop, visit [columbushosp.org](http://columbushosp.org) or stop by the shop. The Gift Shop hours are 9 a.m. to 7:30 p.m., Monday to Thursday; 9 a.m. to 5 p.m., Friday; 11 a.m. to 3 p.m., Saturday and 1 to 3 p.m., Sunday.**