

JULY 2010

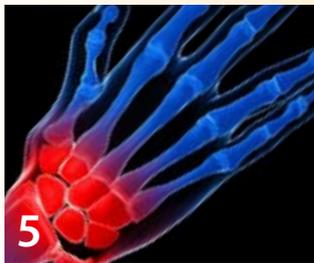


DAN AND DAVE YOUNG

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Surgery Realigns Team to Expand Patient Base in Northern Suburbs

Increasing patient access, meeting referring physician needs and capturing complex case referrals to UC Health University Hospital are among the benefits of expanding UC Health's surgical presence at the West Chester Medical Center.

Surgery is implementing a long-term strategy to expand its patient base in Northern Cincinnati and Dayton.

"We are focusing on smart expansion by leading with our core strengths," explains Michael Edwards, MD, chair of UC's surgery department. "We are realigning resources to make it more convenient for community physicians to refer surgical cases to UC Health."

Currently, surgery is focused on expanding the colorectal, general, urology, thoracic and surgical oncology practices.

"The goal is to offer comprehensive coverage in West Chester for several programs so that we are more equally distributed between West Chester and Clifton," adds Tal Richards, surgery's executive director for business and administration.

In 2009, surgery recruited several new physicians to practice exclusively in West Chester, including Martha Ferguson, MD, of colorectal surgery, and Thomas Husted, MD, of general surgery. David Fischer, MD, general surgery's division chief, has also moved part of his practice north.

"Every move we are making is designed to improve access for patients and give our referring physician partners in the community choices about sites of service," adds Richards.

Starting this month, surgical



Thomas Husted, MD

oncologists Jeffrey Sussman, MD, and Syed Ahmad, MD, will begin performing cases at the West Chester Medical Center in addition to University Hospital. Elizabeth Shaughnessy, MD, already has a strong surgical presence at the UC Health Surgical Hospital.

For northern patients, the thought is that more straightforward cases requiring short-term stays can be performed at West Chester Medical Center. Outpatient surgeries can be done at UC Health Surgical Hospital. More complex surgeries requiring longer hospital stays and 24/7 medical monitoring post-op will still be transferred to University Hospital. ●

>> **PATIENT APPOINTMENTS**

To refer a patient or schedule an appointment for UC Health general surgery, call (513) 475-8787.

The moves are designed to improve access for patients and give referring physicians choices about sites of service.

UC Health Strategic Initiatives and the Service Excellence Difference

COLLEAGUES,
Every month we make progress toward our integration to UC Health. We are dedicated to smart business moves that allow us to be a more efficient, effective



Lori A. Mackey

organization focused on patient service. A few examples of recent activity include:

- **Transitioning certain treatment teams**—including sleep medicine and diabetes—**to hospital-based programs.** This allows us to provide more complete, convenient service to our patients.

- **Reallocating existing clinical spaces to streamline operations,** including utilizing newly available outpatient space at the West Chester Medical Center, and
- Continued **implementation of a seamless scheduling process** for all our patients. We are regularly adding centralized scheduling numbers for our subspecialty practices. This is one of our biggest challenges—both from a patient and referring physician perspective—and we’re making good progress in overcoming it.

In addition, our “WE CARE” service excellence initiative is taking root and already making a difference in day-to-

day operations. Every day I hear examples illustrating how one of you took the extra step to make our patients feel cared for.

Be sure to read the article on Page 7 exploring the “WE CARE” philosophy and its potential impact. Good word of mouth is the best promotion of our practices—whether it is coming from patients to other patients, patients to their referring doctors or among our own staff. Thank you for all your efforts—keep up the good work.

LORI MACKEY
Chief Operating Officer,
University of Cincinnati Physicians

We're all UC Health

Dan and Dave Young Maintenance

Ask Dan and Dave Young how old they are and the answer comes back in unison: “I’m 28.”

When it comes to togetherness, answering questions simultaneously is just the tip of the iceberg for these identical twins: They’re both maintenance techs for UC Health University of Cincinnati Physicians and often work together on jobs at the multiple UC Health locations.

Fortunately for Steve Becker, their supervisor, it’s easy to tell them apart: Dave has a beard, and Dan doesn’t.

Bearded or not, they’re a familiar sight at the Medical Arts Building in Clifton (where they’re based) and elsewhere. “We’re referred to as ‘the boys,’ or ‘the twins,’” Dan says with a smile.

Dan, born three minutes earlier, has seniority on Dave in life and on the job: He was hired by University of Cincinnati Physicians in August 2002. Dave has been on the job since July 2008.

Their duties involve “a little bit of everything,” as Dan puts it, from changing air-conditioner filters to electrical work (both were trained as electricians at Great Oaks Career Campuses).

No two days are the same. “Sometimes we’ve got things lined up,” says Dave. “If not, we meet with Steve and go over the work orders. Things can

change on any given day around here.”

The brothers live about five minutes apart, Dan in Cleves with his wife and three children, and Dave in Colerain Township with his wife (the newlyweds were married May 15).

In their spare time, they enjoy hanging out with family and friends and attending Bengals games (both have season tickets). ●



Dan Young (above) with twin brother Dave (right)

Connected

Connected is a monthly publication for physicians and staff of University of Cincinnati Physicians. Send your comments and ideas to ucpmarketing@ucphysicians.com or call (513) 475-8006.

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Hematology Oncology Team Refocused, Revitalized

Addition of seven clinicians strengthens UC Health adult cancer program

If you walk through the UC Health Barrett Cancer Institute, you'll notice a lot of new faces.

Under the direction of George Atweh, MD, the hematology oncology division has expanded, organized around subspecialty disease-based teams including breast, gastrointestinal, genitourinary, neuro-oncology,



George Atweh, MD

lung, head and neck, and blood cancers/hematologic malignancies. Atweh has recruited seven new hematologists and/or

oncologists, two advanced practice nurses and two basic scientists since March 2009 when he assumed the division helm. Offers have been made to two additional physicians who are expected to join the UC Health team this fall, including one who will be dedicated exclusively to the West Chester campus.

"We have built an enthusiastic, highly skilled medical oncology team that is ready to work with referring physicians both at UC Health and in

the community," says Atweh.

Recent recruits include Tahir Latif, MD, Mahmoud Charif, MD, and Rekha Chaudhary, MD.

Latif, who joins UC Health from the University of New Mexico, specializes in blood cancers (leukemia and lymphoma) and colorectal cancer. Charif is a recent graduate of the UC hematology-oncology fellowship program and specializes in breast cancer. Chaudhary will focus on blood cancers and general oncology and joins UC Health from the University of Toledo. All three will see patients in Clifton and West Chester.

Atweh's long-term goal is to recruit up to 25 new faculty members who will form multidisciplinary disease-based teams that serve as the foundation and differentiating factor for the UC Health adult cancer program.

"We are making great progress toward our goal of building a robust team of clinicians and scientists who can provide cutting-edge care to our community," he adds. "Our team has a fresh perspective and is dedicated to making our academic program a

success while providing the best experience for our patients."

In addition, Brenda Ziegler has assumed administrative directorship of the Barrett Center, UC Health's out-patient cancer facility. Kelly Rabah has also joined the team as director of patient services to lead a number of initiatives to improve the patient experience at the Barrett Center, including a new compassionate care program. •



Rekha Chaudhary, MD

NEW TO UC HEALTH

Mahmoud Charif, MD

- recent UC hematology oncology fellow
- specializing in breast cancer

Rekha Chaudhary, MD

- from the University of Toledo
- focusing on blood cancers and general oncology

Tahir Latif, MD

- from the University of New Mexico
- specializing in blood cancers and colorectal cancer

All three will see patients in Clifton and West Chester.



Tahir Latif, MD

>> PATIENT APPOINTMENTS To refer a patient or schedule an appointment with UC Health hematology oncology, call (513) 475-8500.

Top-Notch Care and Subspecialty Referrals

UC Health's growing primary care network promotes both goals

UC Health officials are still looking at recruiting additional physicians, which will only make the network stronger and provide integrated, tailored care to more patients throughout the Tristate.

Primary care is the backbone of the health care field—it's where diagnosis and treatment begin.

With the development of a new UC Health primary care network, patients will be offered this first-line-of-defense care in a more comprehensive delivery, closer to home.

Consisting of 66 family and internal medicine specialists located throughout the Greater Cincinnati area, the network will be convenient for patients and will also serve as a building block for UC Health, says Lori Mackey, chief operating officer of University of Cincinnati Physicians.

A number of physicians joining the new UC Health primary care network are coming from Alliance Primary Care, and others are community doctors, targeted because of their investment

in their communities.

"It was a perfect fit for some who were already faculty members or who were contracted to work in a University of Cincinnati Physicians facility," Mackey explains. "Our strategy was to do what made the most sense and to expand our practices into the communities, creating better access to quality care for our patients."

Besides the convenience of being located in communities throughout Hamilton, Butler and Warren Counties, Mackey says this network also guarantees more communication between doctors, leading to a more comprehensive care plan.

"This is giving us incredible opportunities for integrative care," she continues. "With UC Health primary care doctors referring to UC Health special-

ists, we really have strong quality initiatives and care standards in place, leading to the most unified care possible.

"We'll have the patients' care in one family—the UC Health family—from the beginning to the end of their encounter."

Mackey says UC Health officials are still looking at recruiting additional physicians, which will only make the network stronger and provide integrated, tailored care to more patients throughout the Tristate.

"We hope to create the best scenario for UC Health and its patients," she says. "This expansion is opening the door for patients to get top-notch care while allowing UC Health to grow and become the leading health care provider in the area." ●



Primary care physicians Korey Hill, MD (above), and Tom Lundberg, MD (right), at Harper's Point

Why Does Primary Care Matter at UC Health?

"Primary care is the lifeblood of health care, particularly as it pertains to UC Health University Hospital and West Chester Medical Center. In order to ensure that these systems grow, we need to start where patient care starts. Primary care physicians also refer to specialists, which will lead to a more robust patient population within our specialty practices." Lori Mackey, Chief Operating Officer, University of Cincinnati Physicians

TOP-NOTCH CARE

All UC Health primary care practices are accepting new patients. For a complete list of providers, visit ucphysicians.com.

CLIFTON**Family Medicine**

(513) **584-8600**
3306 Ruther Ave.

Internal Medicine

(513) **475-7880**
222 Piedmont Ave.

Internal Medicine

(513) **584-4503**
3130 Highland Ave.

Internal Medicine/Pediatrics

(513) **584-7425**
3130 Highland Ave.

FOREST PARK**Family Medicine**

(513) **648-9077**
1295 Kemper Meadow Lane

HARPER'S POINT**Internal Medicine**

(513) **489-7457**
11340 Montgomery Road

MASON**Internal Medicine**

(513) **584-6999**
9313 Mason-Montgomery Road

MONTGOMERY**Internal Medicine**

(513) **936-4510**
9275 Montgomery Road

TRENTON**Family Medicine**

(513) **988-6067**
841 West State St.

WEST CHESTER**Family Medicine**

(513) **585-5100**
5900 West Chester Road

Family Medicine

(513) **475-8264**
7700 University Court

Internal Medicine

(513) **475-8140**
7700 University Court

Internal Medicine/Pediatrics

(513) **475-7425**
7700 University Court

WYOMING**Family Medicine**

(513) **821-0275**
305 Crescent Ave. ●

Arthritic Inflammation Could Be Warning Sign of Underlying Disease

Arthritis can be an extremely painful condition and is often detrimental to a person's lifestyle. It's not just a disease of the elderly—arthritis affects people from childhood to adulthood. It can also be a representation of a more systematic disease such as lupus, rheumatoid arthritis and scleroderma.

"We offer a comprehensive approach to muscular skeletal complaints. This allows us to determine if a patient with joint pain has a disease limited to the joints or something more complicated," says Elizabeth Araujo, MD, an arthritis specialist with UC Health. She answers common questions about the disease here.



Elizabeth Araujo, MD

What is arthritis?

Arthritis is an umbrella term that describes over 100 conditions and diseases. Arthritis has an effect on the joints and surrounding tissues, as well as other connective tissues. Those who have osteoarthritis, for example, experience a breakdown in joint cartilage. They also encounter changes to underlying bone as well as the supporting tissues. People with rheumatoid arthritis experience inflammation of the lining of joints over a long-term period. You can also develop arthritis after an injury to a joint.

How do you treat arthritis?

People who have arthritis experience pain and physical disability to differing degrees. Unfortunately, there is no cure for arthritis. However, there are some treatments available, including physiotherapy, occupational therapy, drugs to treat inflammation/pain, surgery and exercise.

Arthritis is not just a disease of the elderly—it affects people from childhood to adulthood.

What steps can you take to keep your joints healthy?

- Maintain a healthy weight.
- If you have injured a joint, seek out medical care and possibly rehabilitation. This can ensure that you don't further injure yourself.
- Research tips on how to exercise properly, so that you don't put stress on your joints. Ask a gym instructor or health care professional.
- Repetitive movements can pose a problem. Typing, for example, can be harmful. If you develop pain, stiffness or swelling of the joints, it is important to seek the opinion of a medical expert. ●

>> PATIENT APPOINTMENTS

UC Health arthritis specialists see patients in Clifton and West Chester. For Clifton, call (513) 475-8524. For West Chester, call (513) 585-9195.

in brief

Wones Recognized by Greater Cincinnati Health Council

Robert Wones, MD, vice president of medical affairs at UC Health University Hospital, is the 2010 recipient of the Greater Cincinnati Health Council's Richard M. Smith, MD, Leadership in Patient Safety Award. The annual award



Robert Wones, MD (center)

recognizes a health care professional who exemplifies dedication and commitment to patient safety, works to communicate the importance of patient safety and serves as an outstanding role model for those working to enhance the safety of patients not only within an organization but also the greater community. Wones accepted the award at the Health Council's annual meeting on June 1 at the Cintas Center at Xavier University.

Lee Receives National Kidney Foundation Award

Timmy Lee, MD, a UC Health nephrologist, received funding to



study the care processes that lead to placement of arteriovenous fistulas in patients beginning

dialysis. Lee was awarded the National Kidney Foundation's Young Investigator Award totaling \$150,000 over three years to look at ways to improve access placement in patients starting dialysis for the first time. This project, being conducted at the Cincinnati Department of Veterans Affairs Medical Center, involves examining the care processes that result in patients getting arteriovenous fistulas—the preferred type of dialysis access—implanted when they begin the process, such as early referral from a patient's internist to their nephrologist and physicians' discussions with patients about dialysis options, time of examination of their veins and arteries, referral to a surgeon for fistula placement and placement of a

fistula before dialysis is needed.

Augsburger Receives Life Achievement Award

James Augsburger, MD, chair of the department of ophthalmology, has received the American Academy of Ophthalmology's Life Achievement Honor Award for his contribution to the academy and to the field of ophthalmology. To receive this award, an individual

must accumulate 60 points for participation in the annual meetings or other areas of service in regard to the academy and made significant contributions to the field, as determined by the awards committee. ●



Radiology Renovation Now Under Way

The University of Cincinnati Department of Radiology recently broke ground on a multi-year renovation of its clinical, research and educational spaces. The architectural plan was designed to encourage teamwork and collaboration by making common gathering spaces a priority. New University Hospital spaces to accommodate inpatient and outpatient flow will be created to improve the patient experience, including the addition of separate waiting rooms and private patient preparation areas for starting intravenous lines and obtaining consent.

SAVE THE DATE: Walk to Fight Diabetes

Join UC Health Saturday, Oct. 16, 2010, at "Step Out: Walk to Fight Diabetes" benefiting the American Diabetes Association. The walk will begin at 10 a.m. at Great American Ball Park. University of Cincinnati Physicians and University Hospital will each have teams at the walk—both organized under the UC Health banner.

Clinical department administrators or their designees have been named team captains for this event and will share additional information with their designated teams as it becomes available. Prizes will be awarded for the two top fundraising teams and individuals.

For information, contact Jeannie Holsing at (513) 558-3810 or jeannie.holsing@uc.edu. ●

Welcome New Clinicians



Matt Meier, MD
Dermatology



Emily Moosbrugger, MD
Dermatology



Susan Smith, NP
Primary Care



Andrew Shulz, MD
Primary Care

SERVICE EXCELLENCE

Patient Satisfaction: The “WE CARE” Difference

Early this year, University of Cincinnati Physicians launched a comprehensive customer service initiative called “WE CARE.”

The program’s goal is to raise patient satisfaction by stressing a courteous, welcoming and helpful atmosphere at each University of Cincinnati Physicians facility through both in-person and telephone interactions.

The following is an article produced by Eagle Inspiration Training and Development, Inc., as part of our ongoing efforts to stimulate employees to think about improving the patient experience in daily interactions.



Kellie Flood-Shaffer, MD

IT IS DIFFICULT for most health care consumers to know whether treatments are warranted or even if diagnoses are correct. However, all patients definitely know how a health care experience makes them feel. Patient satisfaction is more driven by interpersonal factors than anything else. The good news is that these interpersonal factors are absolutely dependent on us.

Our patients could in most cases choose to receive their care from another facility. There is no shortage of qualified health care providers in our area where patients can “get care.” However, there is a difference between “getting care” and “feeling cared for” and when patients feel cared for they not only become satisfied; they become advocates.

The mission of the WE CARE effort is to provide a consistently excellent patient experience, which will in turn produce advocates for our services! To achieve this, it’s imperative that every patient interface or “TouchPoint,” be extraordinary. Putting the “extra” into the “ordinary” does not require heroic effort—just a sincere desire to make patients feel cared for and listened to. A warm smile, a friendly greeting, an

eagerness to answer any question, ensuring a call is transferred to the right person or department, thinking through what the patient needs to know for easy navigation at their first appointment, and communicating true empathy are all little pieces of the total experience.

Imagine if we infused all patient TouchPoints with a little something extra. Imagine how cared for our patients would feel if we always took the time to fully and compassionately explain each procedure, and made the effort to ensure that every patient walks away feeling appreciated? An extraordinary patient experience lies in the details. Envision for a moment the extraordinary patient experience becoming our ordinary, our norm. If we all contribute a little something extra, it will add up to extraordinary patient experiences resulting in an abundance of satisfaction.

The WE CARE difference truly lies in each of us putting just a little extra into the ordinary. ●

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WE CARE means:

WELCOMING: We will greet lost visitors and patients with a smile and assist them.

EXPLAIN to patients what is going to happen during their visit/procedure.

COURTESY: We will introduce ourselves when meeting someone and will say “Thank You” when ending any conversation.

ASK “Do you have any questions or need any further assistance?” when coming to the end of a visit or conversation.

RESPECT: We will demonstrate respect at all times.

END encounters by ensuring patients know what to do next and how to exit. ●

>> FOR MORE INFORMATION
For questions on the WE CARE initiative, contact Mike Sterling at sterlingm@ucphysicians.com.

HOW WE MAKE A DIFFERENCE

Patient On the Road to Recovery After Traumatic Motorcycle Accident

Last October, David Clark and a friend went out for what was supposed to be “a wonderful afternoon of riding.”

Both on their motorcycles, they headed east on U.S. 42, away from Clark’s home in Florence, Ky. Not 20 miles out, Clark leaned into a left turn and hit a patch of broken pavement—“from that point on,” he says, “I really have no recollection of what happened.”

He’s been told that he tried to balance his wobbling bike, but it pushed him into the side of a pickup truck headed west. The impact shattered his tibia below the knee, his femur above the knee and severed two arteries.

Clark’s encounters with EMS workers, Air Care, the UC Health trauma team and orthopaedic surgeons—as well as a perfect stranger—were crucial to his survival and recovery.

The first was James Brossart, a truck driver hauling gravel on U.S. 42. Stopped behind the accident, Brossart left his truck and ran ahead. There, he used his belt as a makeshift tourniquet on Clark’s left thigh. Clark’s femur was visible and he was bleeding profusely. “It was getting harder and harder to keep him conscious,” says Brossart.

Soon after, Air Care landed, the only regional medical helicopter carrying blood onboard. During the flight to UC Health University Hospital, flight physician Ginger Culyer, MD, pumped Clark, now in hemorrhagic shock, with IV fluids and blood.

Clark says he does remember one part of the flight: Culyer telling him, “Whatever you do, stay awake and don’t close your eyes.”

Once at UC Health University Hospital, the emergency department and trauma team worked to stop the bleeding and save Clark’s leg. In the next week, he received 24 units of blood. While orthopaedic specialists stabilized his leg with pins and bars and covered the bone with muscle and

skin grafts.

Clark was released from the hospital after 13 days, his left femur shortened 3 inches and containing a 2-inch gap. For the former pilot, skydiving instructor and avid motorcyclist, the next weeks were a test on his endurance and faith.

“I was a very active person,” says Clark. “To be handicapped by this accident was devastating. But I have a lot of faith that God has a plan ... that’s what kept me going.”

UC Health orthopaedic surgeon John Wyrick, MD, performed Clark’s first bone graft in January, using a new technique to ream bone from his right femur and tibia. But an infection in the left femur resulted in the removal of graft and more weeks of waiting, this time on IV antibiotics.

In May, Wyrick inserted an artificial bone graft in Clark’s leg, which he says is now healing well and can bear some weight. “He’s advancing in physical therapy, but he still has hurdles to jump,” says Wyrick. “It is a very long road.”

Clark knows the journey isn’t over yet, but says he’s thankful for those who have helped him to recover this far.

“I think that there’s something else in store for me,” he says. “I don’t know what it looks like—I don’t know when it’s coming. I think I was spared for a reason—I’m anxious to find out what that reason is and try to achieve that goal.” ●



David Clark

The journey isn't over yet, but David Clark is thankful for those who have helped him to recover this far.



John Wyrick, MD

upcoming

ATP Women's Open

August 7–15
Lindner Family Tennis Center, Mason

Portion of proceeds from women's event benefits adult cancer care and research. More information at cincytennis.com ●



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WESTERN HILLS
WILMINGTON
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>> PATIENT APPOINTMENTS
To schedule an appointment with UC Health orthopaedic surgeons, call (513) 475-8690.