

Connected

UC Physicians
Healing • Teaching • Leading

FOR THE CLINICIANS AND STAFF OF UC PHYSICIANS

JUNE 2009

We're all UC Physicians



KAREN HURT EMR Implementation Manager

Embraces the drive to try new things in her many operational roles

>> **READ MORE ON PAGE 2**



INNOVATION

New technique keeps cancer at bay without invasive surgery

>> **READ MORE ON PAGE 8**

Read these and other stories online at www.ucphysicians.com and click on UCP Re-engineering

INSIDE THIS ISSUE

- Surgical Hospital ...4-5
- Awards and Events...6
- Dental Implants...7
- Patient Success...8

UCP Dermatology Expands Its Care Team

Nurse Practitioners Increase Access to Patient Care



Lana King



Pam Fletcher



Kelly Schulte



Maria Weitfle



Jen Woodard

Need to see someone about your dermatology concerns? UCP Dermatology is making that easier.

In addition to its physicians, the department now has five nurse practitioners able to see patients at four locations.

Department Chair Diya Mutasim, MD, says UCP Dermatology hired its first nurse practitioner several years ago after it became clear the region “did not have enough dermatologists to keep up with the pace of need for patient care.”

With specialized training from dermatology faculty, nurse

practitioners can provide the majority of basic services that dermatologists do, says Mutasim: “The patient may ask any question of the nurse practitioner that they would ask of their doctor,” he says.

Patients are told they will be seeing a nurse practitioner when they make an appointment. If more serious treatment is required, nurse practitioners and patients follow up with a physician. •

>> **FOR MORE INFORMATION on the UCP Dermatology team, visit www.ucphysicians.com or call (513) 475-8000.**

UCP Dermatology nurse practitioners see patients at:
UCP Medical Arts Building
222 Piedmont Avenue, Suite 5300
(513) 475-7630

University Pointe Medical Office Building
7700 University Court, West Chester
(513) 475-8268

UCP Northern Kentucky
525 Alexandria Pike, Suite 310
(859) 781-5020

UCP Western Hills
3012 Glenmore Avenue, Suite 307
(513) 481-6161

>> *Safe summer sun tips...page 3*

University Pointe Surgical Hospital

Offering much more than elective surgery procedures yet requiring physician commitment to develop to its full potential.

>> **A CLOSER LOOK...page 4**



Colleagues,

UCP continues to go through a time of major transition and



change. We are all adapting to a new approach to the business of running a health

care organization. Sometimes those changes are painful; other times they are refreshing, but at the end of the day they are necessary for our long-term viability as an organization.

As you know, the university is also going through a leadership transition. As part of the presidential search committee, I'm confident that UC will find a strong leader committed to health initiatives—and the UC Academic Health Center—as a priority for the university. As a member of the presidential search committee, I will certainly be representing our priorities.

A switch in leadership always presents a critical moment to influence change and set priorities. The UC Board of Trustees has asked for faculty feedback

during the search process: I encourage you to share your thoughts and opinions. You can read more about the presidential profile and search process at uc.edu/presidentialsearch and share your thoughts by e-mailing board.trustees@uc.edu.

The constant state of change—both at UC and UCP—often causes me to stop and assess exactly where we are now and where we want to be. Have you ever stopped think about what a presence UCP has in patient care across Greater Cincinnati? Our doctors interact with so many

patients across the Cincinnati region. We provide routine family medical care, deliver babies, perform complex surgeries and manage chronic diseases. We have outpatient clinics in Clifton, Forest Park, Montgomery, Red Bank, West Chester and Wyoming. We also have an incredible short-term stay facility—the University Pointe Surgical Hospital—and care for patients at hospitals across the region.

We're all UCP and that is something to be proud of.

DAVID STERN, MD
CHAIRMAN, UCP BOARD OF DIRECTORS
VICE PRESIDENT FOR HEALTH AFFAIRS, UC
DEAN, COLLEGE OF MEDICINE

Human Resources Adds Team Members

Michelle Pierson has joined the UCP human resources (HR)



team as a compensation and benefits specialist. She will transition over the summer from her current role as business manager in the UC Department of Otolaryngology. Pierson will report to Mike Sterling, HR director, and work collaboratively with the HR managers and individual department consultants on overall HR processes.

A long-time employee of UC, Pierson has more than 30 years experience in various aspects of business operations, including accounting, human resources, payroll, purchasing, benefits and compensation. She holds a bachelor's degree in applied business from UC. She can be contacted at michelle.pierson@uc.edu or (513) 558-6161.

Tina Daniels has also joined UCP as HR consultant. She will work with UCP Psychiatry to conduct



orientation and training for new physicians and staff. She will also assist in recruiting efforts and succession and leadership planning.

Daniels holds a bachelor's degree from the University of Georgia in speech communications and has spent the past seven years working in HR related to the medical industry. In her spare time, she participates in the Worship and Arts Ministry at Christ Emmanuel Christian Fellowship in Walnut Hills. She can be contacted at tina.daniels@ucphysicians.com or (513) 245-3665. •

We're all UC Physicians: Meet Karen Hurt, EMR Implementation Manager

When President Barack Obama says his administration plans to push for every American to have an electronic medical record (EMR) within five years, Karen Hurt knows exactly what he's talking about—and how important it is.

Hurt is the EMR implementation manager for UCP, and she has been intimately involved in the program's rollout since 2005. EMRs organize a patient's chart in digital form, allowing physicians and clinical staffs to document patient information and securely exchange data.

EMR has been implemented at University Pointe now and nearly implemented at the Medical Arts Building (MAB) and other outpatient UCP locations, including the Alliance Primary Care network.

Like many UCP staff mem-

bers, Hurt wears more than one hat: She also is the interim office manager for the OB-GYN department, which recently doubled its space at the MAB. Hurt provides day-to-day management and operational support for the OB-GYN practice as they determine their long-term needs.

Trained as a radiologic technologist at UC, Hurt worked at University Hospital for about three years before moving to UCP (then known as UC Medical Associates). She later worked in various management positions with the Health Alliance and was a practice manager for UC Surgeons before going to



Karen Hurt

University Pointe, where she ran clinical operations. From there, she took on the EMR implementation role. She recently completed work on a bachelor's degree in business administration at Thomas More College. •

PeopleSoft Training Begins This Month

UCP has begun training accounting and finance staff on how to use the new accounting software: PeopleSoft. The software will be used to centralize the accounting functions of all faculty group practices.

The Accounting Systems and Reporting Work Group selected PeopleSoft because of its report writing/generation capabilities, flexibility and system security features.

As of July 1, PeopleSoft will be used to perform "critical" accounting functions such as:

- Accounts payable
- Check disbursements
- Journal entries
- Financial reporting
- Recording of professional revenue

Other "non-critical" accounting and finance functions will gradually be transitioned into PeopleSoft. For more information or questions, contact Tom Ducro at ducrot@ucphysicians.com. •

Correction: Voice and Swallowing Center

Otolaryngologist Lee Zimmer, MD, PhD, was mistakenly left out of a story about the UCP Voice and Swallowing Center published in the May 2009 issue



of *Connected*. Zimmer, who treats swallowing disorders as well as a number of other conditions, is part of the comprehensive head and neck team. He sees patients at University Pointe (West Chester) and the Medical Arts Building (Clifton). •

>> FOR AN APPOINTMENT with a UCP otolaryngologist, call (513) 475-8400.

CLINICAL SPOTLIGHT

Tips for Having Fun in the Sun—Safely

June may be the official start of summer, but most of us have been enjoying the sun for weeks now. So how do you make sure to enjoy it safely?

For Pam Fletcher, UCP Dermatology nurse practitioner, the secret is using a variety of sun protective techniques.

"Don't put all your eggs in one basket," she warns, "or your eggs might get fried."

Thankfully, sun lovers have a lot of options.

"Sun protection comes in many forms: sunscreen, clothing, hats, staying in the shade and avoiding going out in the sun during times of most intensity (10 a.m.–4 p.m.)," says Diya Mutasim, MD, UCP clinician and chair of

UC's dermatology department.

To block the most light, sun-protective clothing should be densely woven, hats should have wide brims and sunscreen should be reapplied every few hours, especially following swimming and using a towel.

Fletcher also recommends matching your sun protection factor (SPF) to the level of exposure: 50-plus for a day at the beach, 15 for mornings or early evenings.

UCP experts say sunscreen that blocks both UVA and UVB light will provide the most protection. UVA and UVB rays are capable of producing biological phenomenon in the skin—repeated or prolonged exposure to both can cause

burns, skin cancer and lead to premature aging.

Mutasim says most people know how to protect themselves from the sun. But he says some still think using a tanning bed will protect them against a bad burn, which isn't true.

If you do get burned, use cool compresses and cool baths only. Over-the-counter pain or anti-inflammatory medicine can provide some relief, but nothing more can be done for simple burns, says Mutasim.

However, blistering burns need physician attention.

For patients more than 40 years old and at risk of skin cancer, Fletcher recommends seeing a dermatology provider at least once a year—sooner if they have a lesion or mole that's changing.

"The skin is the largest organ in the body and we really take it for granted," she says. "Take care of your skin and it will take good care of you for life." •



Diya Mutasim, MD (left), UCP clinician and UC dermatology department chair

>> FOR MORE INFORMATION

on the UCP Dermatology team, visit www.ucphysicians.com or call (513) 475-8000. Physicians see patients at the Medical Arts Building (Clifton), University Pointe (West Chester) and Mohs & Cosmetic Surgery Center (Madisonville).

Welcome New Clinicians



Jayed Kurland, MD
Digestive Diseases



Bruce Yacyshyn, MD
Digestive Diseases

Remember to check out
www.ucphysicians.com
for all your referral and appointment needs.



UNIVERSITY POINTE SURGICAL HOSPITAL: A 'beautiful facility' with a need for increased patient volume

Take a closer look at University Pointe Surgical Hospital in West Chester. This boutique-style hospital offers much more than elective surgery procedures—it's an imaging center, a diagnostic testing facility and short-term stay hospital.

The University Pointe Surgical Hospital offers patient care in a modern, private facility designed around comfort and located in an easy-to-access part of town. The

hospital—which is jointly operated by UCP, UC clinical departments and the Health Alliance—is a short-term stay facility offering a variety of procedures, including outpatient and those that require stays of up to three days.

Michael Edwards, MD, recognizes the untapped potential of University Pointe Surgical Hospital and has encouraged his department to drive more cases to the

facility—particularly in surgical oncology and urology.

"This is a beautiful facility that was designed around providing a comfortable environment that, quite frankly, feels more like a hotel than a hospital. It's ideal for surgeries

where we need to monitor patients for a few days," says Edwards, a UCP breast surgeon and chair of UC's surgery department.

"It's very convenient for the patients as well as the physicians," he adds. "Standard

SERVICES AT UNIVERSITY POINTE SURGICAL HOSPITAL

Outpatient and short-stay surgery, including:

- **General surgery**
 - Reflux correction (Heller myotomy)
 - Hernia repair
 - Benign tumor and lesion removal
- **Breast cancer surgery**
 - Mastectomy/lumpectomy
- **Cosmetic surgery**
 - Liposuction and body contouring
 - Breast augmentation (lifts, implants, reconstruction)
 - Nipple/areola reconstruction
 - Abdominoplasty
 - Facial surgery (eyelid, eyebrow, chin lifts)
- **Gynecologic surgery**
 - Tubal ligation
 - Vaginal hysterectomy
- **Hand surgery**
- **Head and neck surgery**
 - Sinus surgery
 - Rhinoplasty
 - Thyroidectomy
- **Hemorrhoid surgery**
- **Orthopaedic procedures**
 - Arthroscopic shoulder and knee surgery
 - Total shoulder and knee replacement
 - ACL reconstruction
- **Urology/Urogynecology procedures**
- **Varicose vein surgery**
- **Wound closure procedures**
- **Weight loss surgery**
 - Gastric banding
 - Gastric bypass surgery (minimally invasive and open)

Imaging services, including:

- Magnetic resonance imaging (1.5 tesla)
- 3D computed tomography (CT) imaging (64-slice scanner)
- Radiography (X-rays)
- Mammography, screening and diagnostic
- Ultrasound
- Fluoroscopy
- Bone densitometry, including DEXA scans for osteoporosis

Gastrointestinal Testing, including:

- Endoscopy
- EGD
- Colonoscopy (screening and diagnostic)

ACCEPTED INSURANCE PLANS

University Pointe Surgical Hospital accepts most insurance plans, with the exception of Buckeye, Molina, Anthem Senior Advantage and a few private fee-for-service plans. It does accept Alliance Select Medical plan. Self-pay and low-income patients can also seek coverage through the Ohio HCAP program.



University Pointe Surgical Hospital offers patient care in a modern, private facility designed around comfort.

Top Scores

In 2007, University Pointe Surgical Hospital began tracking patient satisfaction data used by the Centers for Medicare and Medicaid site HospitalCompare.hhs.gov. The hospital's scores have been consistently impressive:

- **93.6 to 97 percent** of patients reported high satisfaction (18 consecutive months)
- **95 percent** of admitted patients would recommend the hospital to others
- **100 percent** compliance with surgical infection prevention and quality measures

cases can be done at University Pointe Surgical Hospital without having to bring patients from Northern Cincinnati, Dayton and the surrounding areas downtown."

Sara Deem, director of operations for University Pointe Surgical Hospital, says the hospital employs a highly qualified and experienced staff that works closely with surgeons and physicians to provide excellent patient care.

"Providing a consistent team of support staff who work with our doctors each time they come to the facility allows us to build strong, efficient working relationships and anticipate both the doctors' and patients' needs," she says. "We take pride in ensuring that everything goes smoothly for all parties involved." •

Reaching Its Full Potential: What Will It Take?

Since its opening in 2004, UCP's cosmetic and reconstructive plastic surgery, orthopaedics, general surgery and digestive diseases practices have been the most consistent users of University Pointe Surgical Hospital. UCP Chief Operating Officer Lori Mackey hopes other specialties will follow their example and begin using the hospital more.

"University Pointe Surgical Hospital is an underutilized resource. We need our clinicians to commit to increasing their patient volume at the hospital; doing so is critical for the fiscal health of our business," she says.

Mackey acknowledges the obstacles some physicians have faced in trying to practice at the hospital.

It has two operating rooms, which has made gaining access on peak-demand days challenging. Because the hospital was being underutilized, she says, the organization didn't invest in the continued technology upgrades

necessary to fully meet physician needs.

"We've not done a good job of adjusting priorities and strategizing to make the hospital successful. Now it's time to correct the problem and use University Pointe Surgical Hospital to its full potential," adds Mackey.

She says with renewed and dedicated commitment from the practices to do more cases at University Pointe Surgical Hospital, UCP is willing to invest in an additional operating room and significant technology upgrades, including a new C-arm and better endoscopy and imaging equipment.

"We've basically been asking the physicians: What will it take for you to do more cases at University Pointe Surgical



Lori Mackey

"We've not done a good job of adjusting priorities and strategizing to make the hospital successful.

Now it's time to correct the problem and use University Pointe Surgical Hospital to its full potential."

Hospital? Once we have a commitment and a clear vision of what our physicians need, we are dedicated to making it the best facility possible," she says.

The long-term goal is to guide outpatient cases requiring less than three days stay to University Pointe Surgical Hospital. More complex, extended stay cases can be transferred to a partner hospital. •

WHAT DOCTORS CURRENTLY USING THE FACILITY SAY:

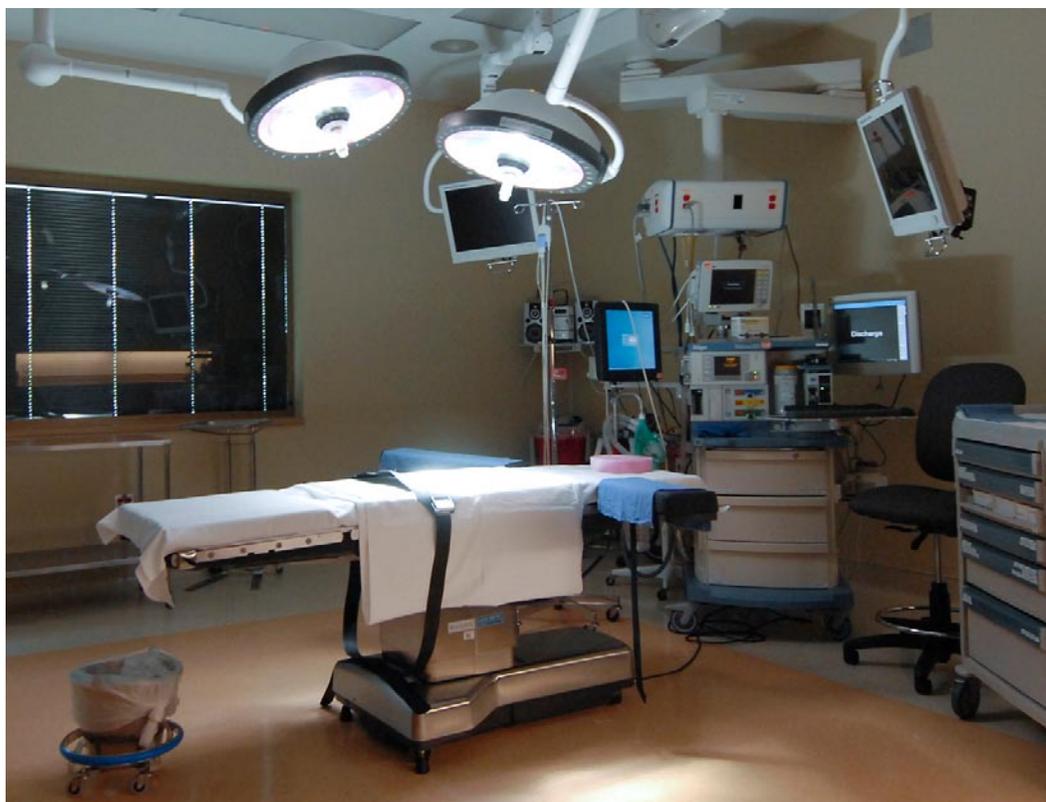
"My procedural schedule moves along very smoothly—with little to no delay for patients. That lets me take excellent care of patients, and the patients all have positive experiences."

*Nathan Schmulewitz, MD
UCP Digestive Diseases*



"I enjoy the ability to provide surgical care in a very private, controlled setting that is unparalleled in our area. Patients consistently praise the high quality, personalized care they receive at the UP Surgical Hospital."

*W. John Kitzmiller, MD
UCP Plastic, Reconstructive and Hand Surgery*



"The hospital staff is always friendly, dedicated, experienced and compassionate. It's a positive working environment for the anesthesia team and support staff."

*Keith Kenter, MD
UCP Orthopaedic Surgery*

>> TO LEARN MORE about the University Pointe Surgical Hospital, visit universitypointesurgicalhospital.com or call (513) 475-8300.

University Hospital Earns 'Blue Distinction' for Excellence in Three Care Categories

University Hospital has received designation as a Blue Distinction Center for cardiac care, complex/rare cancers and adult transplants from Anthem Blue Cross Blue Shield.

Blue Distinction is awarded to medical facilities that have demonstrated expertise in

delivering quality health care and is founded on evidence-based, objective selection criteria in collaboration with expert physicians' and medical organizations' recommendations.

The distinction is highlighted on the Anthem Blue Cross Blue Shield Web site for patients—and potential patients—to see.

Neal Weintraub, MD, a UCP cardiologist and chief of the cardiovascular diseases division, says this distinction is another way to showcase the impactful work UC and hospital physicians are doing.

"Our team is nationally and internationally known for its expertise in both our clinical



Neal Weintraub, MD, UCP cardiologist and chief of the cardiovascular diseases division

and emergency heart care," he says. "Our doctors bring substantial expertise to the table and ensure that our services are of the highest quality. This dis-

tingtion, which recognizes all of our hard work, is an honor." • **>> FOR MORE INFORMATION on UCP care teams, visit www.ucphysicians.com.**

Physician's Book to be Reviewed in JAMA

Surgeons, medical students and researchers interested in the healing process of the face and neck have a new resource in a book by UCP Otolaryngology's David Hom, MD.

Hom is the senior editor of *Essential Tissue Healing of the Face*



David Hom, MD

and Neck, a new text describing the healing of these sensitive and visible

tissues. The book was selected to be reviewed in an upcoming issue of the *Journal of the American Medical Association*.

Hom is a professor in UC's otolaryngology department and director of the department's division of facial plastic and reconstructive surgery.

He said *Essential Tissue Healing of the Face and Neck* explains new developments in the way doctors treat wounds to the face, covering the healing of skin, bone, cartilage, nerves, muscles and mucosa inside the mouth, on the face and around the neck.

More than 60 multi-specialty experts contributed to the book. Sections address the basic science of tissue healing, common clinical problems and emerging treatments. •

UCP 'Goes Red' for Women's Heart Health

Do you know what the "red dress" represents? It's the icon for the American Heart Association's Go Red for Women campaign, a nationwide movement that celebrates the passion and energy women have to fight heart disease—the No.1 killer of women.

UCP Cardiology joined 500 women at the Duke Energy Center downtown on May 7, 2009, to celebrate the "red dress" at the fourth annual Go Red for Women Luncheon. Clinical staff answered heart health questions and provided video demonstrations of an echocardiogram and nuclear stress test to educate attendees about

tests used to diagnose heart disease.

Free health screenings, educational talks and a silent auction were also held during the morning health expo.

Design students from UC's College of Design, Architecture, Art, and Planning (DAAP) walked the runway during the luncheon modeling red dresses they designed. UCP Cardiology served as the fashion show sponsor and was instrumental in forging the DAAP/Go Red partnership several years ago. •



Left to right: Rachael Baker, UCP physician relations, Phyllis Thompson, cardiac stenographer and Sheri Noonan, chief nuclear medicine technologist



Courtesy of Cincinnati Magazine

UCP CARDIOLOGY has played an active role in Cincinnati's Go Red for Women Luncheon since its inception in 2006.

Implants Offer Safe, Permanent Fix for Damaged Teeth

Thoughts of all-terrain vehicles, diving boards, bicycles and cruising cars muster images of summertime. But those idyllic visions often become injuries that ruin warm-weather fun—particularly when teenagers and other thrill-seekers are participating in risky behavior.

Deepak Krishnan, DDS, says he sees jaw and dental injuries in the spring and summer more often than any other time.

“When the weather turns nice, people are much more active and sometimes they become just a little too carefree about their safety,” says Krishnan, a UCP oral and maxillofacial surgeon. “Facial and dental trauma—particularly teeth being knocked out—can occur during an assortment of accidents, including motorized and non-motorized accidents, stunts and falls.”

Krishnan cautions people to practice safety first, but when accidents happen the first step is to be seen in the emergency room for first-aid care and then referred to the appropriate restorative source.

If the tooth is irreparably



Deepak Krishnan, DDS

damaged, a referral to an oral or maxillofacial surgeon may be appropriate. Krishnan says standard-of-care comes down to three choices: creation of a removable plastic tooth insert, called a flipper; a crown and bridge between two teeth; or a permanent dental implant, which Krishnan says is the preferred treatment option.

“Ninety-eight percent of the

UCP’s oral and maxillofacial surgery team offers a comprehensive, cost-effective and safe approach to dental implants.

time, dental implants heal well and last for life so the patient doesn’t have to worry about replacing it or taking it out at night,” says Krishnan, an assistant professor in UC’s surgery department who specializes in treating dental, jaw and facial problems that result from trauma, deformities and disease.

“Dental implants result in a natural-looking replacement tooth, which is particularly important for patients who may have suffered dental injuries to highly visible places, such as the front teeth,” says Krishnan.

UCP’s oral and maxillofacial surgery team offers a comprehensive, cost-effective and safe approach to dental implant procedures. Because UCP is affiliated with the UC College of Medicine, patients have the choice to have their dental implant procedure done by the attending surgeons or the oral surgery residents under Krishnan’s direct supervision.

“Insurance typically does not cover the cost of dental implants, so the out-of-pocket expense to the patient can add up very quickly if multiple teeth are involved,” explains Krishnan. “Services performed by our oral surgery residents are offered at a reduced cost compared to the fees charged by private oral surgery practices and patients are still getting the level of quality care—if not better care.”

The oral and maxillofacial surgery residents have already completed four years of dental school and are currently participating in a rigorous oral and maxillofacial residency program with four to six years of additional hands-on education in all aspects of surgery. •

>> FOR MORE INFORMATION on the UCP dental implants program or patient appointments, call (513) 475-8783. A full list of UCP clinicians and specialty care clinics is available online at www.ucphysicians.com.

What To Expect: Dental Implant Procedure

The dental implant procedure involves surgically affixing a titanium post into the upper or lower jaw. Once the bone has healed securely around the post, an artificial tooth that looks and functions like the original is attached to it.

“The dental implant placement procedure takes under an hour from start to finish and the discomfort level is less than having a tooth pulled,” explains Deepak Krishnan, DDS. “Most people go back to work the next day and only experience mild discomfort for about a week.”

Dental implants can be done for individual or multiple teeth, depending on the location of tooth problems.

In more severe cases where the jawbone has also been damaged, Krishnan can graft bone from another part of the body—typically the mouth, shin or hip—to rebuild the area before attaching an implant. Most small grafts can be done under local or general anesthesia in an outpatient setting. If bone grafts are necessary, patients typically need to heal for three to six months before the implant can be inserted to ensure the best outcomes.

HOW WE MAKE A DIFFERENCE

UCP's Comprehensive Care Approach Allows Esophageal Cancer Patient To 'Focus on the Positives' of Life

Stephen Baer, 60, cherishes every day. After recovering from esophageal cancer in 2004, the Batesville, Ind., resident says he sees everything in a different light.

"I focus on the positives," he says.

One big positive, says Baer, is UCP Digestive Diseases clinician Nathan Schmulewitz, MD, and the new procedure he



Stephen Baer with his wife

performed at University Hospital to keep his cancer from coming back.

"It gives me more time to live life to its fullest," he says.

Due to life stressors, Baer developed a stomach ulcer and chronic acid reflux in 1982. The chronic reflux eventually led to the development of Barrett's esophagus.

Barrett's esophagus is a precancerous condition in which the tissue lining the esophagus—the muscular tube that connects the mouth to the stomach—is replaced by tissue that is similar to the lining of the intestine.

Baer successfully managed his ailments with medicine until he noticed bigger problems one day during lunch.

"I took a bite of my sandwich, and I couldn't swallow it," he says.

Baer made a trip to University Hospital, where doctors informed him that a tumor had grown at the base of his esophagus. He was put on chemotherapy and radiation treatments for several months and then underwent surgery to remove the cancer.

"They had to take a portion of my esophagus out—approximately two-thirds," he says. "It obviously wasn't ideal, but it saved my life."

After the surgery, Baer was still left with a small section of Barrett's esophagus, meaning cancer recurrence was a possibility.

Now, he sees Schmulewitz every two months to undergo a preventative endoscopy procedure—called HALO—using radiofrequency ablation to burn away the precancerous lining in the esophagus.

Baer said at his last appointment in April, Schmulewitz only found one suspicious looking area.

"I'm hoping that next time, there won't be any, thanks to this procedure," he says. "It's working, and I keep getting better results. I'm so grateful for the folks at University Hospital and for Dr. Schmulewitz for giving me another day." •



Nathan Schmulewitz, MD

Advanced Technology, More Options For Patient Treatment

"This new technology is a big deal," says UCP Digestive Diseases clinician Nathan Schmulewitz, MD, speaking about the preventative endoscopic procedure he performs on patient Stephan Baer. "It is essentially curing the disease with a minimally-invasive procedure." He adds that University Hospital is currently the only facility offering the procedure in the Cincinnati area.

Radiofrequency ablation—which has been used to destroy tumors in other organs—uses an electrode to burn the circumferential lining of the esophagus away.

"It is very safe and is done as an outpatient endoscopy procedure," says Schmulewitz, who is also an assistant professor at the UC College of Medicine. "Our goal is to eradicate a known, precancerous condition."



SAVE THE DATE: FRIDAY, JULY 17

Become a blood donor at the first **UCP Hoxworth Blood Drive.**

Locations include:
Medical Arts Building
 10 a.m.–4 p.m.
Victory Parkway
 8–10 a.m.
University Pointe
 12:30–2 p.m.
 Donors will be entered to win great prizes.

Call (513) 451-0910 or visit www.hoxworth.org to schedule your appointment. •

www.ucphysicians.com

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>> PATIENT APPOINTMENTS

UCP's digestive diseases team sees patients at locations across Greater Cincinnati. **For more information on clinicians, services and practice locations, visit www.ucphysicians.com or call (513) 475-7505.**