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Cardiac Services Expanded at West Chester Hospital

West Chester and Butler County area residents now have access to technologically advanced heart care closer to home.

UC Health cardiologists now provide coronary angioplasty and stenting services at West Chester Hospital through a national clinical trial looking at whether or not there are differences in the outcome of angioplasty when performed in hospitals that do not offer cardiac surgery versus hospitals with heart surgery capabilities.

Massoud Leesar, MD, medical director of the cardiac catheterization lab at West Chester Hospital and UC Health cardiologist, says this study will not only provide important data for the treatment of cardiac patients but will also provide necessary care in a more convenient location.

"This will most definitely improve access to care for patients in this area," he says.

Cardiac services available include inpatient congestive heart failure care, cardiac imaging, electrophysiology and coronary and peripheral angioplasty.

Seventy-five percent of the study participants will be randomly assigned to receive treatment at West Chester Hospital, and 25 percent will be transferred to a tertiary care hospital with heart surgery capabilities for the procedure.

After stenting, participants will receive follow-up care from their physicians regardless of where their procedures were performed.

"This is an important step for the hospital to provide this level of cardiac



Massoud Leesar, MD (right), and team

care service to the community," says Kevin Joseph, MD, chief executive officer of West Chester Hospital and senior vice president of UC Health. "Emergency medicine squads will now be able to bring patients to West Chester Hospital, which they were not previously able to do, potentially saving time and lives."

Neal Weintraub, MD, director of the UC Health cardiovascular diseases division, says these new services will add convenience for patients.

"Access to certain services will be improved," he says. "These new services offer substantial upgrades in technology and allow us to provide more comprehensive care for more patients. These cardiologists bring substantial expertise to the program and will ensure that the new services are of the highest quality." ●

>> **PATIENT APPOINTMENTS**

For a full list of UC Health cardiologists, visit ucphysicians.com. Appointments can be made at (513) 475-8521.

UC Health cardiologists now provide coronary angioplasty and stenting services at West Chester Hospital through a national clinical trial looking at angioplasty outcomes.

UC Health Launches Operational Improvement and Financial Performance Initiative

COLLEAGUES,

As part of UC Health's ongoing integration, we have secured the consultancy services of Insight Health Partners. The



consultancy has been charged with developing a system-wide plan for improving operations and financial performance at UC Health's affiliated hospitals (University, Drake, West Chester) and within University of Cincinnati Physicians.

This move is part of a broader strategy designed to secure and enhance our clinical care, education and research missions while favorably positioning UC Health within a highly competitive and rapidly changing market. Our expectation is that Insight's

recommendations will help us set priorities for programmatic development, technology acquisition, shared resource investments and achievement of financial goals.

Insight is currently interviewing key stakeholders (administration, staff, faculty, board members) and reviewing data on scheduling, revenue cycle, staffing, managed care, finance, information technology, clinical programs and space for each UC Health partner. We have an internal team—consisting of Brad Britigan, MD, Tom Ducro, Joe Fodor, Chris Ralston, Tip Ford, Neil Holsing, Tal Richards, Connie Foster, Amy Schaub and ourselves—actively reviewing Insight's findings for University of Cincinnati Physicians.

We have already received our first set of recommendations around patient scheduling processes. Insight identified several areas that could be changed to improve access and patient satisfaction.

For example, our incoming call abandonment rate is 20 percent, indicating a significant number of our patients become frustrated with some part of the scheduling process and hang up before an appointment can be made. Other areas identified for improvement include access to next-available appointment times and consistency of telephone scheduling options. We have assembled a task force to actively work on solutions to correct these problems.

We expect this process to continue into the fall and will continue to keep you updated about important developments. If you have questions, please don't hesitate to contact us.

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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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We're all UC Health

Lori Quesada-Maldonado

Clinical Operations Supervisor

With more than 10 years of experience in patient services before relocating to Ohio and joining the West Chester Call Center, Lori Quesada-Maldonado says employment with University of Cincinnati Physicians was an easy transition.

"It just seemed natural to continue to progress in this field," she says.

In the past decade, Maldonado—a native New Yorker who studied business administration at Baruch College—has served patients' needs in various roles, from scheduling and billing to referrals and utilization.

Though she is still getting settled in her new position as clinical operations supervisor, she has worked for University of Cincinnati Physicians for

four years. In her new role, she oversees both the call center and front desk at the UC Health Physicians Office in West Chester, assisting patients with any issues they encounter during their care experience.

Through helping those patients, as well as co-workers, Maldonado finds satisfaction in the ability to serve other people's needs. She has also developed skills that come in handy outside of the office.

"My career inspires me to become more empathetic to people's needs in my day-to-day life," she says.

In her spare time, Maldonado enjoys spending time with her husband and 17-year-old daughter and is an active member of her ministry. She plans to

continue pursuing patient services and serving the Cincinnati community at University of Cincinnati Physicians.

"My goal is to become more knowledgeable and utilized within the company," she says. ●



Human Resources Data Now Available 24/7

Employees gain online access to pay stubs, benefit elections and more

Thanks to Paycor's online Employee Self Service, University of Cincinnati Physicians staff, managers and clinicians can now access paycheck stubs, view benefit elections and perform many more human resources (HR)-related tasks on their computers.

Employee Self Service is a new feature that has recently been rolled out for the HR/payroll system of University of Cincinnati Physicians. It enables employees to access their HR and payroll data electronically and on demand through a password-protected account.

"This is an exciting new feature that offers a greater level of convenience for our employees," says Mike Sterling, HR director for University

of Cincinnati Physicians.

Sheila McCormick, University of Cincinnati Physicians HR manager, and Sharlene Stowell, payroll manager, led



Sheila McCormick

the project and implementation.

"They did an outstanding job," says Tom Ducro, senior director-finance and

accounting/controller. •

>> FOR MORE INFORMATION
If you have questions about Employee Self Service, please contact Sheila McCormick at (513) 245-3118.

Through Employee Self Service, employees can use the online, password-protected HR/payroll system to:

- Access check stubs and W-2's electronically
- Update personal contact information, including home address
- Change name or marital status
- Update emergency contact information
- View personal payroll information, including direct deposit information and tax withholding amounts
- View benefit elections



"This is an exciting new feature that offers a greater level of convenience for our employees."

Mike Sterling
HR director

Anytime Access Instead of Pay Statement in the Mail

Beginning after the last September payroll, with the availability of Employee Self Service and its online access to check stubs, employees will no longer receive pay statements in the mail at home. "This will result in considerable savings as we reduce the amount of paper and postage that we use," says Mike Sterling. With the new system, statements can be accessed at any time.

Orthopaedics and Sports Medicine Expands West Chester site now offering five-day-a-week coverage

Starting this month, UC Health Orthopaedics and Sports Medicine will see patients Monday through Friday at UC Health's outpatient facility in West Chester. Previously, the office operated as a satellite with hours only a few days a week.

"We are very excited to have a permanent presence in West Chester," says assistant professor and UC Health orthopaedic surgeon Toan Le, MD.

Le, whose subspecialty is total joint replacement, is one of five UC Health physicians who will provide general orthopaedic and subspecialty services in West Chester. Also at this location will be Keith Kenter, MD (sports medicine), Ferhan Asghar, MD (spine), Todd Kelley, MD (total joint), and Ying Chi, MD (hand).

Kelley and Chi recently joined the practice, as did Jon Divine, MD, whose

subspecialty is primary care sports medicine. Divine will divide his time between UC Health and Cincinnati Children's Hospital Medical Center.

What's important to note about all UC Health orthopaedic surgeons, says Le, is that they handle cases from simple ankle sprain to complex spine and total joint revision and severe trauma.

"We are an academic group, all fellowship trained, and are up to date on the latest advances and technology in orthopaedics," says Le.

UC Health Orthopaedics and Sports Medicine is made up of 11 orthopaedic surgeons and over 20 residents. In addition to West Chester, they have offices in Clifton, Montgomery, Wilmington and Florence, Ky. ●



Toan Le, MD

UC Health orthopaedic surgeons handle cases from simple ankle sprain to complex spine and total joint revision and severe trauma.

>> PATIENT APPOINTMENTS
For a full list of orthopaedic and sports medicine physicians, visit ucphysicians.com. Appointments can be made at (513) 475-8690.

New Orthopaedic Surgeons



Ying Chi, MD
Specialty: hand



Jon Divine, MD
Specialty: sports medicine



Todd Kelley, MD
Specialty: total joint

College Kids Need Back-to-School Checks, Too

Fatigue, stress, diet and vaccinations top list of concerns

Back-to-school precautions and physicals aren't just for young children—they are important for college students, too.

"People in this age group don't see a doctor regularly because they rarely get sick, but physicians can tell them what to expect when making this transition," says Lena Bhargava, MD, a UC Health primary care physician.

She recommends all college students have a complete physical before heading to school in the fall.

"If they see their physician, someone they know and trust, a lot of risks can be explained and problems prevented," she says.

Fatigue and stress are the most common medical problems for students. Bhargava lists leaving home, dorm life and difficulty prioritizing as key contributors to anxiety. While these are common conditions to experience while becoming acclimated to a university, they can also be warning signs.

"Change in personality, withdrawing and lack of interest are all signs something isn't right. College students should be engaging in their experience," says Bhargava.

To make the transition as smooth as possible, she reminds parents to provide advice and support. A balanced diet, consistent meal and sleep schedules and exercise are also essential.

**"IF THEY SEE THEIR PHYSICIAN,
someone they know and trust, a lot of
risks can be explained and
problems prevented."**

Lena Bhargava, MD



Bhargava especially warns students to avoid the abundance of caffeine, sugar and processed foods available on college campuses. These tips will also help students avoid unplanned weight gain.

"There are also more people and that means more germs," adds Bhargava. "Influenza and viral infections as well as whooping cough and bacterial meningitis all have increased likelihoods."

Hand washing is essential to prevent the unnecessary spread of germs, she says. Bhargava also suggests students be immunized with Tdap as opposed to the regular Td to help protect and prevent the spread of whooping cough.

They should also get their meningococcal vaccine and make sure they have completed their hepatitis B series.

"Parents and students need to team up to fix things," Bhargava says. "Learning from their physician together is key in developing healthy habits that will last a lifetime." ●

>> **PATIENT APPOINTMENTS**

Bhargava sees patients in West Chester. For appointments, call (513) 585-5100. For a full list of primary care providers, visit ucphysicians.com

in brief

Diller Named Interim Chair of Family and Community Medicine

Philip Diller, MD, PhD, will serve as interim chair of the University of Cincinnati (UC) family and community medicine department. Diller will lead the department while a search is



conducted for a permanent chair. Diller is currently a professor of clinical family medicine at UC and is program director of the UC family medicine residency program at Christ Hospital. He has been a member of the department since 1991, when he began as an assistant professor. Since then, he has been actively involved in strengthening the department and meeting its goals.

Pritts Named Vice Chair for Professional Development

Timothy Pritts, MD, PhD, has been named vice chair for professional development for the UC surgery department. In this new role, Pritts will work in collaboration with chairman Michael



Edwards, MD, to create a recruitment plan for the department and encourage the clinical, educational and scholarly success of surgical faculty. He will also serve as a member of the reappointment, promotion and tenure committee for the department.

Pritts served as director of the residency program in general surgery for the past five years. He will continue training and

mentoring surgical residents and maintain an active UC Health practice in general surgery, trauma, and critical care.

Vascular Access Center Opens

UC Health has opened a new Vascular Access Center focused on optimizing vascular access care for patients who receive hemodialysis or for those who will need hemodialysis in the near future. The center is located at the UC Health Surgical Hospital, 7750

University Court, West Chester. Nephrologist Prabir Roy-Chaudhury, MD, PhD, serves as medical director.

There are currently about 400,000 hemodialysis patients in the United States who must use a catheter, fistula or graft for dialysis. Unfortunately, a patients' dialysis access is often compromised due to narrowing of the veins.

For more information about the center, call (513) 475-8301 or (513) 558-0668. •

Join the UC Health 'Walk to Fight Diabetes' Team

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



THANKS TO EVERYONE WHO PARTICIPATED IN THE UC HEALTH SUMMER BLOOD DRIVE.

Employees, including those pictured here, contributed 28 units of blood to Hoxworth Blood Center during a time of critical blood shortages. Prize winners for each site were Keith Luken (accounting) and Julie Rauch (internal medicine) at Victory Parkway; Kristi King (neurology) and Brandy Miller (orthopaedics) at the Medical Arts Building; Sherri Noonan (cardiology) and Jeffrey Reifsteck (radiology) at UC Health Physicians Office in West Chester.

Welcome New Clinicians



Justin Burns, MD
Transplant Surgery



Maria Gerber, MD
OB-GYN



Korey Hill, MD
Internal Medicine



Faisal Khan, MD
Cardiology



David McGee, MD
Plastic, Reconstructive and Hand Surgery



Kelly McLean, MD
Surgical Oncology



Peter Lenz, MD
Pulmonary & Critical Care Medicine



Thomas Lundberg, MD
Internal Medicine



Davinder Wadehra, MD
Nephrology

SERVICE EXCELLENCE

The Power of Appreciation: The Value of Expressing Gratitude

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.



Richard Rood, MD

I AM NOT A FAN of “appreciation days.” Customer appreciation days, employee appreciation days and patient appreciation days send a message that appreciation is a special event. An organization with a culture rooted in the value of appreciating its customers and employees should freely communicate gratitude on a consistent basis as well as demonstrate it in their day to day operations and does not need a special day to do so.

These occasions to honor customers and employees are probably rooted in a policy with good intentions. However, wouldn’t daily expressions of sincere appreciation outdo an annual event? When was the last time you received a genuine “thank you” from a service provider? In my experience, it’s all backward. Typically the customer or patient says “thank you.” When did this change? Isn’t it the service provider’s responsibility to say “thank you”?

Sometimes employees tell me that they are not inclined to express appreciation to customers or patients because they don’t receive any gratitude from their supervisors. According to a recent Gallup poll, 65 percent of people say they don’t feel appreciated at work.

Telling a co-worker how much you appreciate their support is not a difficult thing to do. Changing into a culture of appreciation can begin with you. Although it is especially gratifying to hear positive reinforcement from a supervisor, why wait for your supervisor to show their gratitude? What is holding you back from telling every patient and every co-worker how much you appreciate them?

The expression of appreciation does not need to be anything formal. Can you imagine how powerful it would be if each person took a moment to say “thank you for the privilege of serving you” in their own way? A patient or co-worker who hears this from three or four people during the course of their day would know they were valued. Every day can be patient and employee appreciation day—if we choose to make it so. ●

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

Every day can be patient and employee appreciation day—if we choose to make it so.

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. ●

upcoming

SAVE THE DATE
Walk Ahead
for Brain Tumor
Cure

Sunday,
Oct. 10, 2010
10 a.m.
Purple People
Bridge,
Newport, Ky.

5K walk/run to benefit
Brain Tumor Center at
UC Neuroscience
Institute

Registration and
information at
walkaheadforcure.com



ucphysicians.com
(513) 475-8000

- OHIO**
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BROWN COUNTY
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FAIRFIELD
FOREST PARK
HARPER'S POINT
HARTWELL
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MT. AUBURN
RED BANK
SPRINGDALE
TRENTON
WEST CHESTER
WESTERN HILLS
WILMINGTON
WYOMING

- KENTUCKY**
FLORENCE
SOUTHGATE

- INDIANA**
DEARBORN COUNTY

HOW WE MAKE A DIFFERENCE

Geriatrician Helps Couple Manage Unique Challenges of 'Golden Years'

Keith and Nancy Petersen of Covington, Ky., celebrated 40 years of marriage in July. But the special date wasn't commemorated with a romantic getaway or a trip overseas. Nancy has dementia.

Recently, she almost lost her life because she swallowed pain medication from an old prescription, causing a hole in her duodenum, the first section of the small intestine, and leading to severe bleeding.

"I have to be on my guard at all times," Keith says. "It's so draining."

Part of what keeps Keith going is help and reassurance from Mandi Sehgal, MD, a



UC Health geriatrician. Sehgal handles the physical care of both Petersens.

"Dr. Sehgal is important to us in so many ways," he says. "She

Mandi Sehgal, MD is sensitive to issues that other primary care physicians might not deem as significant. In addition, since I am Nancy's caretaker, it's convenient to have her handle care for both of us."

Keith says a past primary care physician without this special training didn't have sympathy for the chronic pain he experienced and other discomforts in his life.

"I was once told to 'get a grip' in regard to back pain I was having," he says. "Dr. Sehgal prescribed the proper medication and offered suggestions that helped alleviate my pain, such as losing weight.

"She offers information but is respectful and lets me think for myself; I say we 'co-treat' me."

In addition to caring for the older population, Sehgal also specializes in treating patients with dementia and Alzheimer's disease.

"She understands our lives so well," Keith says. "Every meeting with Dr. Sehgal is fruitful, and she even calls to check up on us at home."

Keith says finding a geriatrician is important for older populations and should be taken into consideration when seeking health care after a certain age.

"At this point in life, I feel like our care should no longer be in the hands of some-

"DR. SEHGAL has such a vast wealth of
EXPERTISE and A KIND HEART;
she makes both my and
Nancy's life a little easier."

Keith Petersen



Nancy and Keith Petersen

Courtesy of Keith Petersen

one who wants to prolong life, but instead should be in the hands of specialists who want to help us improve our quality of life.

"Dr. Sehgal has such a vast wealth of expertise and a kind heart; she makes both my and Nancy's life a little easier." ●

>> PATIENT APPOINTMENTS

For appointments with Sehgal, call (513) 584-8600. For a full list of geriatric specialists, visit ucphysicians.com