

JANUARY 2013



SPECIAL SUPPLEMENT

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UCMD Continues to Connect Physicians to Specialty Consults

UCMD, the MD-to-MD telephone number that connects physicians for more convenient consults and referrals, continues to aid physicians after launching in 2010.

Modeled after a similar program at Cincinnati Children's Hospital Medical Center, the telephone number connects physicians with each other through an operator who serves as a single point of entry for specialty consultations. The operator can also coordinate emergency patient appointments, facilitate patient scheduling matters, discuss follow-up care regarding referred

patients and give general information about UC Health.

The line currently averages 15-20 calls a day and has two dedicated operators, Renee Hawthorne and Theresa Mock. ●

>> FOR MORE INFORMATION

UCMD is open Monday through Friday, from 8 a.m. to 6 p.m.

Physicians can reach an operator by dialing 513-475-UCMD (8263) or 1-877-475-UCMD (8263).

Calls from 6 p.m. to 8 a.m. will be answered by University of Cincinnati Medical Center operators.

UCMD

An MD-to-MD consult service for referring physicians

Recently, several UC Health University of Cincinnati Physicians shared how UCMD has helped them deliver outstanding patient care.

"I call 475-UCMD very often because Renee and Theresa are so helpful. I enlist their help to solve dozens of small problems—which adds up to being a big help."

John Quinlan, MD, UC Health Neurology

"Both Theresa and Renee routinely take responsibility when I have a need to get a patient seen or get advice from a specialist. I recently had a patient who needed urgent allergy testing to ensure that she could take an antibiotic for an infection. I was directed to an allergist who helped me coordinate a definitive plan, which included a visit the same day for skin testing and graded challenge of the medication."

Michael Holliday, MD, UC Health Primary Care

"Regarding the staff—they are terrific! They, and the people working in the transfer center, do an absolutely wonderful job! Great representation for UC Health—friendly, helpful, efficient."

Brett Kissela, MD, UC Health Neurology

"Theresa and Renee help me find the appropriate doctor for the problem the patient has, for example if a patient has to see a neurologist who specializes in movement disorders, they give me names. They also help me find a doctor in a particular location in town and are very pleasant."

Kathleen Downey, MD, UC Health Primary Care



Quinlan



Holliday



Kissela



Downey

Creating a Great Patient Experience, Organizational Structure

COLLEAGUES,
UC Health University of Cincinnati
Physicians had more than 1 million
patient encounters during the fiscal year
ending in June 2012.



Brian Gibler, MD

This significant milestone comes at a point when we are now nearly three times larger than our closest competitor in the region and are continuing to grow.

But, we achieved that growth one patient at a time—by earning the trust of someone who decides we're the best health care resource to meet his or her needs.

UC Health and University of Cincinnati Physicians took a big step toward creating a better experience for patients when our organizations began the process of integration in mid-2011.

Put simply, we can do more for patients when we have nearly 10,000 people ready to serve them.

Overseeing Ambulatory Services

We made another advance when UC Health created the position of vice president of ambulatory services in November 2012 to oversee hospital-based ambulatory clinics and physician practices.

Rosemary Keiser, a nursing leader with many years of experience, joined UC Health in 2007 and has enthusiastically assumed this new role.

Hospital-based clinics are similar to traditional physician practices in many ways. At both facilities, UC faculty physicians treat ambulatory patients with primary, as well as complex, medical problems.

WE ACHIEVED GROWTH ONE PATIENT AT A TIME—*by earning the trust of someone who decides we're the best health care resource to meet his or her needs.*

Meeting Regulatory Requirements

But, there can be a few differences regarding how hospital-based clinics and physician practices function. For example, clinics must comply with Centers for Medicare & Medicaid Services regulations and Joint Commission accreditation requirements for hospitals.

Physician practices aren't located in hospitals and therefore aren't governed by those standards.

What are some of those hospital-related rules? Halls in hospitals and their clinics must have 8 feet of horizontal clearance. That makes sense for moving beds from surgery to patient rooms and other tasks.

Also, hospitals have a wide variety and large quantity of medications, including controlled substances, and procedures have been established for securing them and administering dosages. By contrast, contemporary physician practices have no sample medicines available and a limited drug supply present for in-office procedures.

Each system of management—one for clinics and one for practices—evolved on parallel paths, cross-pollinated with great ideas from outstanding people.

However, Brian Gibler, MD, president and chief executive officer of University of Cincinnati Medical Center, and I determined that the time had come to create a single position to oversee and

actively manage our complex delivery system, ensuring that patients and providers are interacting in a safe, friendly and supportive environment.

Managing as a Single System

We further outlined parameters for the change and established that the primary advantages are four-fold:

- **STANDARDIZATION**

Maintaining a universal system for ambulatory clinics and outpatient practices is easier than managing separate ones for each.

- **COMPLIANCE**

We'll enhance our ability to comply with regulations when we follow the strictest standards throughout, rather than having one process for hospital clinics and another at practices.

- **ACCOUNTABILITY**

Everyone is accountable for following the same standards.

- **RAISING THE BAR**

Regardless of which location a patient visits for ambulatory care within UC Health, he or she will have the same quality experience.

On the last point, by March we will implement a new scheduling system whereby a patient may call a central number for a specialty and learn about all available appointments throughout our system.

That makes it much easier for patients to get the quality care they need sooner—which helps create the great experience we strive for every day, one patient at a time.

MYLES L. PESAK, MD, FACS
Chief Executive Officer
University of Cincinnati Physicians

Connected

Connected is a monthly publication for clinicians and associates of UC Health. Send your comments and ideas to CorporatePR & Marketing @uchealth.com.

Editors

Amanda Harper

Jeff Seal

Contributors

Katy Cosse

Terri Ann Fredette

Jennifer Garcia

Laura Gardner

Keith Herrell

Jill Kolsenki

Matt Kramer

Jeff Pugh

Mary Beth Puryear

Jeff Seal

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Volume 5, Issue 1

UC Health Offers Wide Range of Women's Services

Women's Center, mobile mammography and high-risk obstetrics among highlights

Physicians and health care administrators have long known that women are the health care decision makers for their families.

The May 2011 Kaiser Family Foundation's "Women's Health Care Chartbook" reported that nearly 80 percent of women surveyed bear the primary responsibility for managing their children's health care.

Fifty-nine percent of women with children worked outside the home and 19 percent spent more than 40 hours each week caring for ill relatives, adding to the demands of managing busy schedules.

Additionally, 21 percent of women reported experiencing challenges accessing a medical specialist—an increase of 6 percentage points over seven years.

UC Health is taking active steps to provide a broad spectrum of specialized services that address women's health care needs.



**Kellie Flood-Shaffer, MD
Obstetrics and Gynecology**

Comprehensive 'Women's Center'

In October 2012, UC Health announced its acquisition of Lisa Larkin, MD & Associates, an internal medicine and gynecology practice. Larkin has been named director of the new UC Health Women's Center, a one-stop shop for multispecialty care, scheduled to open on the West Chester campus this spring.

"No other health system in the area comes close in its vision of offering the latest, most comprehensive selection of

services for women," says Larkin.

The center will focus on comprehensive outpatient care (including primary care and sub-specialty care), clinical research, community education and physician/provider education.



Larkin

West Chester Hospital, adjacent to the UC Health Women's Center, performs a variety of diagnostic tests for women, including digital mammography screening for breast cancer, stereotactic breast biopsy and dual

X-ray absorptiometry (DEXA) scans used to detect osteoporosis. Physicians also offer minimally-invasive gynecological procedures using the da Vinci Surgical System.

High-risk obstetrics, screenings

University of Cincinnati Medical Center (formerly University Hospital) is a designated Level III Neonatal Intensive Care Unit, caring for premature infants

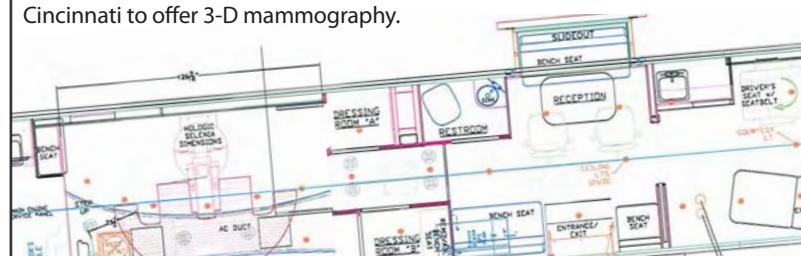
and those in need of highly specialized care.

It also provides high-risk obstetrics care during pregnancies, and offers outpatient OB/GYN care and educational programs.

Several women's health tests can be conducted at the facility's outpatient clinics, such as cervical cancer screenings and breast examinations. ●

Women's initiatives are included in Plan 2017, the five-year strategic plan UC Health launched in October 2012. Learn more at UCHealth.com/plan2017.

Mobile diagnostic program UC Health is on target to implement a mobile diagnostics program in spring 2013, adding a mammography van with potential to offer DEXA scans, ultrasounds and lab testing later. The van will travel to UC Health sites and public areas, and will be the only one in Greater Cincinnati to offer 3-D mammography.



>> FOR MORE INFORMATION

More information on Women's Health Services is available online and by phone:

West Chester Hospital, 513-298-FAST (3278)

UCHealth.com/westchesterhospital/services/womens-health-services

University of Cincinnati Medical Center, 513-584-LADY (5239)

UCHealth.com/universityhospital/women

Taking Team Approach in Battle Against Dementia

Memory Disorders Center integrates numerous subspecialties, community agencies

Brendan Kelley, MD, is justifiably proud of the UC Memory Disorders Center's accomplishments since its establishment within the University of Cincinnati Neuroscience Institute about two years ago. But

he's quick to share credit with community partners who united in the battle against cognitive diseases.

"With dementia as a whole, you need a team approach," says Kelley, director of the center and Sandy and Bob Heimann Chair in Research and Education of Alzheimer's Disease in the UC Department of Neurology and Rehabilitation Medicine. "People come to me for the medical piece of their care. But I'm not a social worker; I'm not a community agency; I'm not a neuropsychologist—so we work collaboratively with various agencies in the community to make sure that our patients have access to the resources they need."

In addition, Kelley says, the Memory Disorders Center works with UC's Geriatric Medicine Program, a resource for all departments of the UC College of Medicine that includes faculty members from multiple departments, including psychiatry and behavioral neuroscience, family and community medicine, and the colleges of nursing and pharmacy at UC.

"People with dementia have a variety of needs because of their cognitive impairment and also because they are often older adults," Kelley says. "I've been really happy to find a lot of open doors on the UC campus and in the community to help do the best we can for our patients."

Kelley and sleep specialist and neurologist Jennifer Molano, MD, also of the neurology and rehabilitation medicine department, have recently been joined by Robin Bratt, a clinical nurse practitioner with more than a decade of experience in caring for people with neurological disorders. She sees patients at the center's primary location in the UC Health Physicians Office

North in West Chester and the UC Health Physicians Office in Clifton.

"For people with dementia, there are issues that may come up unexpectedly or that need to be evaluated quickly, so one of the reasons we added Robin is to meet those needs," Kelley says. "She will be able to play an important role in the longitudinal (follow-up) care that we provide, as well as having the availability for urgent or sometimes even emergent issues."

Michael Keys, MD, director of senior adult psychiatry at the Lindner Center



of HOPE, a mental health treatment center and UC Health affiliate in Mason, Ohio, is also part of the Memory Disorders Center team.

Keys

Clinical trials are under way that will provide an opportunity to the next generation of Alzheimer's treatments. ●



"I've been really happy to find a lot of OPEN DOORS ON THE UC CAMPUS and in the community to help do the best we can for our patients."

Brendan Kelley, MD
UC Memory Disorders Center

>> APPOINTMENTS & REFERRALS

To request an appointment with a UC Health neurologist, call 513-475-8730. For more information on the UC Memory Disorders Center, call the UC Neuroscience Institute at 866-941-UCNI (8264) or visit UCHealth.com/neuro.

New Test Aids in Diagnosis of Alzheimer's

A radiopharmaceutical compound approved in April 2012 by the U.S. Food and Drug Administration is enabling clinicians to make a diagnosis of Alzheimer's disease with better accuracy, leading to earlier treatment and more informed counseling options for patients and their families. The test is offered at University of Cincinnati Medical Center's nuclear medicine department, which is fully accredited by the American College of Radiology. **Learn more by calling 866-941-UCNI (8264).**

Exoskeleton Helps Paralyzed Stand, Balance and Walk

Drake Center first in region to offer Ekso Bionics device

UC Health Drake Center is the first facility in the region, and 20th in the world, to offer the Ekso Bionics exo-skeleton, a device that helps patients with spinal cord injury stand up and walk.

Drake premiered the device Nov. 14, 2012, when spinal cord injury patient Carolina Hatton used it before a packed audience in Drake's outpatient gym.

Hatton, from Hamilton, Ohio, was injured in a 2009 car accident at age 18 on her way home from the Orange Bowl game in Florida. The mother of an 8-month-old baby, she was left paralyzed from the waist down. Like millions with spinal cord injuries, she uses a wheelchair for mobility.

"I am unable to stand up straight and shift my weight properly, but with Ekso, I can," Hatton says.

The idea to bring Ekso technology to Drake—and the funds to purchase it—came from an anonymous donor, himself a paraplegic, who worked closely with the UC Health Foundation at Drake Center for several months to make it a reality.

"Our goal is to offer the most advanced technology available in an outpatient therapy setting, and we are," says Paige Thomas, manager, physical/occupational therapy at Drake Center. "We are tremendously grateful to the donor for his generosity." ●



Thomas

Ekso Catalyst for Comprehensive Neuro-recovery Program

The Ekso device integrates into a larger effort at UC Health. "This program will focus on a continuum of care from acute care to community wellness for people with spinal cord injury, traumatic brain injury, stroke and other neurological disorders," says Anya Sanchez, MD, administrative director, University of Cincinnati Neuroscience Institute. The program debuts later this winter.

"It's being designed by a multi-disciplinary team of experts in neuro-recovery, and it will drive research, provide education and improve quality of life for patients in our region," Sanchez adds.

>> APPOINTMENTS & REFERRALS

To learn more about Ekso, call 513-418-2409 or visit UCHealth.com/ekso.



HOW EKSO WORKS

The Ekso Bionics exoskeleton (right) is a device that helps patients with spinal cord injury stand up and walk. A physical therapist uses a control pad to program the desired walking parameters, such as step length and speed. The therapist also controls when Ekso stands, sits and takes a step, and can also modify Ekso's walking progression as the patient improves. Eventually, the patient can initiate steps independently when he or she is able to balance comfortably. ●



in brief

University Pointe Surgical Hospital Wins Press Ganey Award

The University Pointe Surgical Hospital's Inpatient Services Unit in West Chester received the 2012 Press Ganey Summit Award, a distinction earned by sustaining consistently high levels of excellence in patient satisfaction.

Only 107 health care institutions in the United States and two in the Greater Cincinnati area received the award for patient satisfaction this year.

Each Summit Award winner must achieve and maintain patient satisfaction rankings in the 95th percentile or above by Press Ganey for a minimum of three consecutive years. The unit won the same award last year.

Haddix Named Corporate Director of Admitting and Registration

Debbie Haddix has been promoted to corporate director of admitting and registration for UC Health. She joins revenue cycle management after previously serving as director of admitting and registration for University of Cincinnati Medical Center for 14 years.

Haddix will be responsible for

overseeing the management of admitting and registration functions for UC Health. She will work with facility-based managers to establish departmental goals, priorities and performance standards for registration services. She will provide leadership in developing consistent processes among the facilities and work toward enhancing the patient experience.

Florence Freedom Now Plays at University of Cincinnati Medical Center Stadium

The stadium of the baseball team Florence Freedom will be called University of Cincinnati Medical Center Stadium for the next decade under a naming rights agreement.

UC Health will also become the exclusive and official health care provider of Florence Freedom with Angelo Colosimo, MD, the medical director of UC Health Sports Medicine, serving as the team's physician.



Colosimo

University of Cincinnati Medical Center Receives Cardiology Award

University of Cincinnati Medical Center is one of only 73 hospitals in the country to receive the American College of Cardiology Foundation's (ACCF) Silver Performance Achievement Award. The distinction recognizes success in implementing a higher standard

of care for heart attack patients as outlined by the ACCF. University of Cincinnati Medical Center consistently followed treatment guidelines for four consecutive quarters and met a performance standard of 90 percent for specific performance measures. ●

Health Care Hero Finalists Named

The *Cincinnati Business Courier* has announced its 2013 Health Care Heroes finalists, including the following affiliated with UC Health and the UC College of Medicine:



Hawkins



McPherson



Atweh



Patil

John Hawkins, MD, Lindner Center of HOPE (*Innovator*)

Christopher McPherson, MD, UC Health, UC College of Medicine, UC Neuroscience Institute (*Innovator*)

George Atweh MD, UC Cancer Institute, UC College of Medicine, UC Health (*Manager*)

Yash Patil, MD, UC Cancer Institute/UC Neuroscience Institute, UC College of Medicine, UC Health (*Provider*)

The annual program honors those making an impact on health care in the community. The *Business Courier* will announce winners in February.

CELEBRATING FAMILIES

On Dec. 3, the UC Center for Reproductive Health held its 22nd annual holiday reunion for families who have been assisted with pregnancy by methods such as in vitro fertilization and ovulation induction. For the first time, the event took place at UC Health West Chester Hospital, where a new fertility center will open in spring 2013. More than 300 people—including babies, toddlers, tweens, teens and young adults conceived with the center's assistance—attended the event.



HOW WE MAKE A DIFFERENCE

New Hearing Aid Offers Sound Without Surgery

Bone conduction device uses wireless transmitter in mouth to improve hearing

Wilmington small business owner Daun Yeagley spent years with minimal, and often painful, hearing in his right ear.

In 2008, he was diagnosed with otosclerosis, or abnormal bone growth in the middle ear, which caused his partial hearing loss. He had total loss of hearing in the ear after a surgery resulted in bleeding that damaged the cochlea.

Before he lost all the hearing in his ear, Yeagley says, speech on that side was distorted and loud sounds caused him pain.

"It was frustrating," he says. "It made it difficult to enjoy music and I've been

an avid listener almost my whole life. It also took much more effort to understand what people were saying—if there was any kind of background noise, you couldn't discriminate between the sounds."

In 2009, he was referred to UC Health Otolaryngology—Head and Neck Surgery, where he was found to be a good candidate for a newer category of hearing devices known as bone conduction implantable hearing devices, or osseointegrated implants.

"Osseointegrated implants are for patients who haven't benefited from conventional hearing aids, or who have

a hearing condition that's unsuitable for conventional aids," says Jeffery Kuhn, MD, a UC Health otolaryngologist and associate professor at the UC College of Medicine. "Most of these patients have either conductive or mixed hearing loss, where there's damage to the outer or middle ear that prevents the transmission of sound to their inner ear. Some, like Daun, have single-sided deafness."

Most bone conduction devices are implants—they use an external sound processor to pick up sound waves and transmit them to a titanium fixture that is surgically implanted into the skull behind the ear. This fixture, in turn, transmits sound to the temporal bone in order to stimulate the inner ear.

But a new type of bone conduction device has been developed that uses a behind-the-ear transmitter to wirelessly send signals to a receiver, contained within an oral appliance.

For this non-surgical treatment, Yeagley uses a bone-conduction device called the "SoundBite," which combines the behind-the-ear transmitter with a receiver that fits onto his back teeth like a retainer. There, the receiver sends sounds through the temporal bone and into his inner ear.

"There's no surgery," he says. "It looks to the outside world like a conventional hearing aid."

He even just used the device at a business convention, where he was able to sit next to colleagues in conference rooms and hear all the conversation.

"This device is a great option for patients who do not wish to undergo surgery," says UC Health audiologist Meredith Baum, AuD. "Especially for single-sided deaf patients, the SoundBite allows for hearing on both sides of the head with a more natural sound than a hearing aid set would offer and without going through surgery." ●



Kuhn

>> APPOINTMENTS & REFERRALS

UC Health audiologists see patients in Clifton and West Chester. To schedule an appointment with an audiologist, call 513-475-8400.



Audiologist Melanie Baum, AuD, with patient Daun Yeagley

HEARING AIDS come in a wide variety of sizes and shapes to fit in the ear or behind the ear to amplify sound.

Bone conduction hearing devices are for patients with moderate to severe hearing loss or single-sided deafness. These devices transmit sound through the temporal bone directly to the inner ear.

Cochlear implants are for patients with profound hearing loss—they bypass the entire inner ear to send electrical signals directly to the auditory nerve.



The wireless receiver fits onto the back teeth.

University Hospital Is Now University of Cincinnati Medical Center

University Hospital became University of Cincinnati Medical Center (UCMC) Dec. 10, 2012. The identity change is a direct result of the implementation efforts for Plan 2017, UC Health's five-year strategic plan announced in October.

The plan has 20 initiatives, and the name change is a component of initiative 18, which involves building the system's image nationally as an academic medical center.

Jim Kingsbury, UC Health's president and chief executive officer, cited several important advantages that come with being known as one of best medical centers in the country during the renaming announcement event in the UCMC lobby:

- We attract the best and brightest researchers and clinicians to our hometown.
- When we attract the best minds nationally, we make breakthroughs in medicine here in Cincinnati.
- When we make breakthroughs in medicine here in Cincinnati, we can provide exceptional care to our neighbors, our friends and our family.
- When we make breakthroughs, we also attract more research dollars, which, in turn attracts the brightest minds, which means more breakthroughs, better care, lives changed.

Kingsbury emphasized the advantages of UC Health's affiliation with the University of Cincinnati College of Medicine, the nation's second-oldest public college of medicine and one of the top 50 medical schools in the country.

UC Health began an advertising campaign to publicize the name change on local television, radio, in the *Cincinnati Enquirer* and on billboards. ●

**The name change
is a component of
[Plan 2017] initiative
18, which involves
building the system's
image nationally as
an academic medical
center.**



uchealth.com

Inpatient and outpatient services available in the following communities:

OHIO

ADAMS COUNTY
ANDERSON
BROWN COUNTY
CLIFTON
FAIRFIELD
FOREST PARK
HARPER'S POINT
HARTWELL
KENWOOD
KETTERING
MASON
MONTGOMERY
MT. AUBURN
RED BANK
SPRINGDALE
TRENTON
WEST CHESTER
WESTERN HILLS
WILMINGTON
WYOMING

KENTUCKY

FLORENCE
LEXINGTON
MAYSVILLE
SOUTHGATE

INDIANA

AURORA
BATESVILLE
GREENSBURG
MADISON
NORTH VERNON
RUSHVILLE



PEOPLE MAKE AN ORGANIZATION GREAT

*Focus on Outstanding UC Health Associates
(See Following Supplement)*



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'IT JUST TAKES FIVE MINUTES'

Debbie Hodge vii

A MEANINGFUL DIFFERENCE

Adult Psychiatric Unit ix

Thank you **for all that you do,**

A handwritten signature in black ink that reads "Jim Kingsbury".

Jim Kingsbury
President and Chief Executive Officer
UC Health

A handwritten signature in black ink that reads "Myles Pensak, MD".

Myles Pensak, MD
Chief Executive Officer
University of Cincinnati Physicians

Cultivating EXCELLENCE

UC HEALTH VALUES
RESPECT • INTEGRITY • TEAMWORK • EXCELLENCE

The UC Health logo, featuring the letters "UC" in a red, stylized font followed by the word "Health" in a black, sans-serif font.

TM

'Epic' Effort Earns Award for All Drake Center Associates

Senior leadership at the UC Health Drake Center recently presented the site's Service Excellence Award to all Drake associates for their exceptional contributions toward the successful implementation of Epic, UC Health's electronic health record.

"During the selection process, it became apparent that launching Epic was a true team effort at Drake, and to single out one individual was impossible," says Nancy Barone, University of Cincinnati Medical Center chief operating officer and UC Health executive. "It was a pleasure to present this collective award to the entire staff," she adds.

Barone made the presentation at a packed town hall meeting two days

after the launch, and Epic super users accepted the award on behalf of all Drake Center associates.

Debbie Hampton, vice president/chief nursing officer and Drake Center site leader, served as the Epic nurse champion for Drake Center, providing guidance and leadership throughout the 18-month preparation process.

"My sincere appreciation goes to our team," she says. "Everyone at Drake Center approached the go-live with a great attitude, and acted like pioneers embarking on a new journey."

"Both leadership and staff were very committed to the project," she adds. "We are now ready to optimize the benefits of Epic to make our work easier and to help

us continue providing safe care to our patients."

Upon receiving the award, Epic super user and clinical education instructor Sharon Mullins said at the event, "The launch was all about teamwork, so a group award seems fitting. No matter how stressful the situation, I personally witnessed Drake associates who rose to the occasion and displayed excellent customer service to our patients without missing a beat. I'm proud to be part of this team."

Teamwork, positive attitude, commitment—all qualities that exemplify service excellence. Congratulations to Drake Center associates for their epic efforts and a job well done. ●

All Drake Center Associates

Below: Nancy Barone (front, third from left) presented the Service Excellence Award to Drake Center's Epic super users who accepted the award on behalf of all facility associates.



Cultivating EXCELLENCE

Helping Hand Recognition Program

Many deserving people are recognized through Drake Center's Helping Hand program—sometimes up to 40 each month. We're not able to list all of them here, but we have followed the model of Drake Center, which publishes information about a representative sample in its What's Up biweekly newsletter.

Karri Dickerson, Sarah Frysinger, Gwen Hutcherson, Kelsey Kellums, Ashley Lucius, Lateea McKinney, Michelle Worsham, 4 North Nursing, "Everyone helped out in different roles of their jobs. Thanks to the great team who answered phones, made appointments and got the job done."

Chip Horn, Chris Mace and the entire maintenance team, "Our maintenance team is the best! Anytime you have to call them for anything, they are there. Thanks for all they do!"

Lindsay Irwin, speech, for being flexible with covering outpatients, helping with ENT patients, assisting the department with a variety of specialized skills and continuing work developing the oral care program.

Sarah Johnson, human resources, for helping fill open position quickly and addressing challenges during preparations for the Epic go-live. She was particularly helpful during an associate's leave.

Ashley Lucius, 4 North, for taking an admission without being asked "Because I was behind. True team player! Thank you."

Joanna McGill, transportation, for helping transport some of the 2N patients to the courtyard for a TR group. She was very encouraging and beneficial in getting patients up and to the group on a beautiful day! Joanna displayed the RITE values with a smile.

Lisa Meyer, respiratory, for helping to answer call lights and assisting in patient care. "You always offer your help, and I want to know that it is greatly appreciated."

Kim Moore, dietary, "Great attitude on the job; always working hard!"

Emily Mullins, 3 South, for helping at crucial times and being a true example of what teamwork looks like.

Sharon Mullins, education, has the time to assist with problems and is always professional and respectful. She is a great resource person.

Nancy Richmond, 3 North, "Thank you so much for all your assistance during my stay at Drake Center. You are very conscientious, helpful, and pleasant."

NOMINATING INFORMATION

The Drake Center **Helping Hand program** is ongoing. Nomination cards and deposit boxes can be found throughout Drake Center.

"Thanks to the great team who ... got the job done."

Nurse Practitioner Keeps Associates Healthy

As a certified nurse practitioner

for UC Health's employee health unit, Rosemary Bootes helps associates with work-related health issues and the occasional injuries that happen on the job.

She also develops health policies for the organization and evaluates applicants to ensure they can meet physical requirements for certain positions.

"I like the challenges I face in my role," Bootes says. "It's what keeps me motivated."

Bootes started with UC Health 18 years ago in a job similar to her current position. Over the years, she has expanded her role and taken on additional tasks.

One of those duties is hosting a monthly "lunch and learn" for associates at the UC Health Business Center focusing on seasonal health topics and current health trends. Bootes' colleagues appreciate her work.

"Your passion and commitment to both your profession and to the RITE Core values are truly inspirational," wrote Saleemah Green, a human resources training coordinator, on the Business Center's RITE to Recognize nomination form.

"Thank you for all your hard work in facilitating my pre-employment physical," Green continued. "Your ongoing communications, unyielding patience and follow through were greatly appreciated. We are so lucky to have you on our UC Health team!"

Green's appreciative words were included in the Nov. 2 issue of the *Business Center News*, the site's biweekly newsletter for associates.

"I work in a very supportive department and with a great people who are equally interested and motivated to do the best for associates."

Establishing relationships like this is Bootes' favorite part of the job.

"I work in a very supportive department and with a great people who are equally interested and motivated to do the best for associates," she says.

When not at work, Bootes enjoys reading and exercising. She also loves spending time with her husband of 26 years, Keith, and her two children. ●



Rosemary Bootes

Cultivating EXCELLENCE

RITE to Recognize Honorees

Victoria Dubose, medical auditor, for doing a great job with customer follow-up calls—she stays calm and respectful with each person and explains issues in a language they understand. "She has more patience than anyone I know and does a great job!"

Environmental Services at the UC Health Business Center, for being friendly, courteous and willing to lend a helping hand.

Epic Implementation Team, "Your perseverance and striving for excellence is amazing!"

Cindy Isaacs, patient access representative, for being professional, patient and thorough. "Keep up the GREAT customer service!"

Trent Liffick and team, IT desktop configuration, "Trent, a great big thank you to you and your team for diligent work on configuring the 15 HCC laptops and for troubleshooting the DVD player issue. I truly appreciate your commitment to seeing this through."

Allison Molley, administration, "Wow is all I have to say! I don't think I've ever met someone so genuinely helpful and professional. Allison played a vital role in my onboarding at UC Health and made me feel welcome and taken care of at all times."

Faheemah Muhammad, administration, "Has made my transition to UC Health seamless with her proactive approach and kind spirit. She is always one step ahead in making sure things are prepared in advance regardless of how much pressure is on her. Thank you Faheemah for all the great work that you do for me, for our team and for UC Health!"

Vicki Nasuta, application analyst, is always willing to help anyone in need, whether in her department or elsewhere. She is a shining example of RITE core values! She works very hard—puts in extra time and effort to get the job done. Not only is she efficient, she also produces quality work and is able to assist with a professional and respectful demeanor—always pleasant and courteous.

Dennis Patrick, plant operations mechanic, for responding to a question quickly. "I appreciate everything that he does for us in human resources."

Julie Rich, PR & Marketing, "Goes above and beyond to provide consistently excellent work for her clients. She is extremely responsive, very talented and deeply committed!"

NOMINATING INFORMATION

The UC Health Business Center's **RITE to Recognize** program is ongoing, and nomination cards can be found throughout the Business Center. They should be mailed to the listed human resources address.

"I truly appreciate your commitment to seeing this through."

Connecting to Patient Part of Nurse's Exceptional Care

Nursing can be challenging. The work can entail long hours, physical exertion and sometimes stressful conditions. But Sydney Laswell, a registered nurse at UC Health West Chester Hospital, is prepared for the demands.

Laswell works on the first floor telemetry and oncology unit caring for patients with cancer and those who require constant electronic monitoring of vital signs. She assesses their conditions, administers medications and implements therapies to improve her patients' quality of life.

And, she does much more. She gets to know her patients on a personal level—sitting with them, talking with them, praying with them. Whatever they need to get through the day.

"The best part of my job is coming to work knowing that I'm doing something I love, making a difference in someone's life and working with an amazing staff that shares a similar passion," Laswell says.

She recently received West Chester Hospital's "WOW Associate of the Quarter" award in recognition of her outstanding work to help a patient who was hospitalized when her husband passed away. The couple had not seen each other in weeks, nor had the opportunity to say goodbye.

Normally, a patient would not be permitted to leave the hospital in her condition, but Laswell was "on a mission" to help the woman pay her final respects, according to a family member. "Her determination and effort is what separates someone from doing a good job to providing extraordinary service to her patient."

With the aid of another nurse, Larry Osborn, and a social worker, Connie Mueller, as well as the approval of four different physicians, Laswell was able to grant special leave to the patient, and she was transported to the funeral home for her husband's visitation and service.

"It was an honor to be involved in helping the patient and her family during that situation," Laswell says. "I would do it for any patient of mine simply because it is the right thing to do." ●



Sydney Laswell

WOW Associates of the Quarter

Connie Mueller, Social Work

Larry Osborn, Registered Nurse

NOMINATING INFORMATION

WOW Associate honorees are selected monthly. To nominate an associate, fill out a form located in the main lobby of West Chester Hospital and mail it to the listed human resources address.

Medical Assistant Takes the Time to Show She Cares

With more than 20 years of her life devoted to health care, Debbie Hodge has seen many different aspects of the business, working in areas from chiropractor's office to physical therapy, cardiology and now neurology.

Since joining UC Health in March 2010 as a medical assistant, Hodge serves as the liaison between the physicians and patients. Many times Hodge deals with patients who receive very somber news—a diagnosis of amyotrophic lateral sclerosis (ALS), often referred to as Lou Gehrig's Disease.

"I know what the patient is about to be told before the doctors tell them," says Hodge. "Sometimes the patient just needs a hug, a shoulder to cry on and you just let them. It is hard, but it's also the most rewarding part: to provide them with comfort."

It is compassion that drives Hodge on a daily basis, providing every patient she meets with a level of comfort and care. For Hodge it doesn't matter if it is a neurology patient or someone who appears to need assistance in the elevator or outside the building.

Julie Herschede, neurology medical assistant, nominated Debbie for the "Caught Caring Award" for attending to the needs of an elderly patient in a wheelchair left inside the building by his nursing home. Because he was unable to make it on his own to his doctor's office, Debbie took the gentleman to his location.

"Debbie made sure that the office staff knew he was there and attended to," says Herschede. "I know it would have been easy for her to just leave for the day and not help him, but she did not. She went above and beyond."

"If I looked lost or confused, I hope someone would do the same for me," says Hodge. "I was just doing my job. All it sometimes takes is just five minutes to help someone out."

A very family-centered person, Hodge enjoys spending downtime with her three children, six grandchildren and four Chihuahuas. After time with friends and family, gardening is a passion, too. ●

**"I was just
doing my job.
All it some-
times takes is
just five minutes
to help
someone out."**

Debbie Hodge

Cultivating EXCELLENCE

Caught Caring Award

Every month, University of Cincinnati Physicians honors employees who have been nominated by their peers for exemplifying UC Health's WE CARE philosophy of providing responsive, innovative and personalized care to patients.

Lucinda Bowling

University Pointe Surgical Hospital

Nicole Burns

Dermatology

Michelle Fritsch

University Pointe Surgical Hospital

Eldra Gennings

Primary Care Forest Park

Marcy Holbrook

Primary Care Revenue Cycle

Jacinda Kelly

Radiology

Jamila Kinebrew

Surgery

Sara Lovelace

Revenue Cycle CCR

Jill Pohlman

Credentialing

Joyce Rardin

Revenue Cycle CCR

Sherry Roberts

Surgery

Courtney Saettle

Dermatology

Alicia Smith

Dermatology

Marsha Weinman

Dermatology

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. ●

Service Excellence Award

This award recognizes individuals who have gone above and beyond their job duties to have a significant and positive impact on patient satisfaction, care, productivity, fiscal performance or quality.

Denisa Douthit

UCP Administration

Melissa Leath

Cardiology

John Meek

Internal Medicine

Richard Muskopf

Surgery

Sherri Noonan

Cardiology

Kim Woods

Cardiology

NOMINATING INFORMATION

The University of Cincinnati Physicians Caught Caring Award program is ongoing, and nomination forms are available on the faculty/staff page at ucphysicians.com. See your manager to nominate someone for a Service Excellence Award.

Unit's Ranking Soars With Dedication to Patient Needs

While most hospital departments interact with patients who have sought out their care, psychiatric services is faced with a unique population.

Patients are often admitted there under an involuntary hold, ordered by a physician when it's determined that their condition could lead to further decline. As a result, they typically provide negative scores on Press Ganey surveys.

That didn't deter the general adult psychiatric unit, located on 7 West at Deaconess, from making tremendous strides in its scores. The improvement was so significant that University of Cincinnati Medical Center presented the department a quarterly Patient Perception of Care Service Excellence Award.

In early 2012, the unit's scores hovered around the 4th percentile—meaning it ranked better than only 4 percent of all facilities in the survey—with roughly 95 percent of its patients being involuntary holds.

Psychiatric leadership, including Peter Fox, administrative director, and Keri Weinstock, clinical nurse manager, knew they had to make programmatic changes.

They began offering more multidisciplinary activities for patients: pharmacists teaching about medications, chaplains offering spiritual support, wellness classes and a crafts group.

"These activities help provide patients with a broader and more meaningful experience during their stay," says Fox. "They also assist the staff in assessing their treatment progress."

NOMINATING INFORMATION

The University of Cincinnati Medical Center Service Excellence Awards are quarterly. Nomination forms are emailed to associates several weeks prior to the deadline and should be submitted to Judy Hughes at: Judy.Hughes@uchealth.com, 513-584-7690 (fax) or nuclear medicine, ML 577.

Moving to Deaconess has also helped—patients have private rooms, which are more conducive to healing. Furthermore, Weinstock merged two general adult psychiatry units that had previously been separate at the main hospital.

They have combined best practices and have developed a shared methodology for patient care. "It's had a positive impact for patients," says Weinstock. Nurses, social workers and therapeutic program workers are spending more time at the individual level, learning patients' needs and making them feel like someone cares.

It's all paid off. In spring 2012, the unit's scores jumped to an astounding

81st percentile, meaning it now ranked better than 81 percent of all facilities surveyed, which made Fox and Weinstock incredibly proud of their staff.

"This award signals that we can make a meaningful difference with patients," says Fox. ●

Adult Psychiatric Unit



Keri Weinstock, clinical nurse manager of general adult psychiatry (above), led the implementation of many changes that helped the unit improve its patient satisfaction scores. She recently transitioned to a part-time role with UC Health University of Cincinnati Physicians.