

SEPTEMBER 2013



DON FITE

8 **We're all UC Health**

ALSO INSIDE

3 **Plan 2017 Progress Report**

5 **Spine Trauma Success**



4

## Dedicated Education Unit Opened

### Nursing staff, students to benefit from innovative model

UC Medical Center and the University of Cincinnati College of Nursing have established a Dedicated Education Unit (DEU) on the 9<sup>th</sup> floor of the hospital.

This 24-bed surgical unit serves post-operative patients and is staffed by seven nurses during the day and eight each night. Nursing staff in the unit will be partnered with UC nursing students to provide one-on-one training.

Nursing staff received training from UC for these new clinical instructor roles and are overseen by faculty from the College of Nursing. UC's junior-year nursing students are expected to begin their clinical rotations on the unit this fall.

Greer Glazer, PhD, dean of the UC College of Nursing, says that the DEU model of nurse education not only gives the students a more individualized clinical experience tailored to the college's curriculum, but also encourages staff nurses to engage in professional development.

"The short-term goal of this project is to develop a partnership with UC Medical Center through which we cultivate an interest among staff nurses to consider expanding their role to include clinical teaching," says Glazer. "The long-term impact of this project is to generate a pool of qualified clinical teachers to address the national nursing faculty shortage."

The DEU will also assist UC Medical Center with nurse staffing, says Jennifer



Jackson, chief nursing officer and vice president of patient affairs at UC Medical Center.

"We will have spent two years educating them [nursing students] and we will want to keep them as nurses here."



Jackson

The UC College of Nursing has also been awarded nearly \$200,000 from the Ohio Board of Nursing Nurse Education Grant Program to provide a program to recruit, educate

and retain staff nurses who will transition into the clinical instructor role. A portion of the grant will be used to develop coaching support and an educational pipeline for UC Medical Center staff nurses who have a desire to advance their degree and enter into clinical teaching, says Claudia Mitchell, PhD, executive director of undergraduate programs at UC's College of Nursing. ●

#### ABOUT DEUs

A Dedicated Education Unit (DEU) is a way of providing clinical education to nursing students. Traditionally, a group of approximately eight to 10 nursing students goes to a hospital with one faculty member. In the DEU model, a hospital unit hosts the students, and staff nurses participate in the students' clinical education.

## Our Commitment to Access Remains a Priority

COLLEAGUES,

It's been a while since we've talked about the re-engineering of University of Cincinnati Physicians. Our goal to



pull 17 different practices into one unified group of specialists began in 2007 and, for all intents and purposes, was labeled complete four years ago.

But while we are one in the legal sense, we know we still have work to do to in order to make things seamless for our patients and for the providers with which we are coordinating care. And seamlessness often begins with the first phone call to our organization.

University of Cincinnati Physicians has consolidated front-end appointment scheduling into one group, in

one location. No longer are specialty offices working in a bubble. We are standardizing these very important "first interactions" through development of scripts and staff education.

We have also combined scheduling for our community outpatient practices and those based in the Hoxworth Center, because we believe that by grouping schedulers together, they will gain a more global understanding of the operation and provide even better service to our patients and partners.

We refer to what we are doing as "access initiatives," and Elizabeth Hilton serves as our director of access. But she will be the first to point out that access is about more than scheduling.

Our capacity to use data to determine the types of providers we need is crucial in our ability to provide the best service and care. And our future success will also depend on our increased use

of mid-level providers to meet the demands of our growing patient population.

We foresee a future of increased automation of processes, improvements in the time-to-appointment data we track for new patients, changes in how we build clinical schedules, greater integration of scheduling within the My UC Health patient portal, and improved ability for patients to schedule with specialists before they even leave their primary care visit.

Providing the best care and making it easy for patients to access that care is our focus.

**MYLES L. PENSAK, MD**  
**Chief Executive Officer**  
**University of Cincinnati Physicians**  
**Senior Associate Dean**  
**UC College of Medicine**

### Connected

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

#### Editors

Dama Ewbank  
 Jeff Seal

#### Contributors

Dama Ewbank  
 Brittney French  
 Angela Koenig  
 Katie Pence  
 Jeff Pugh  
 Jeff Seal

#### Photography

UC Academic Health  
 Center Communications  
 Services

Copyright 2013

Volume 5, Issue 9



### UC HEALTH MISSION

- Provide life changing, patient-centered medical care
- Drive innovation through groundbreaking research
- Educate and inspire the next generation of health care professionals

### UC HEALTH VISION

- To be the region's quality health care partner and a national leader in solving complex medical problems

### UC HEALTH VALUES

- Respect
- Integrity
- Teamwork
- Excellence



# Plan 2017 Reaching Milestones During First Year

## Series of town hall events shared progress with associates

UC Health leaders provided updates on Plan 2017, the organization's five-year strategic plan launched in October 2012, to associates during a series of town hall events at major service sites in late July of this year.

The plan consists of 20 initiatives for one system with seven actions associates can take to ensure its success.

Below are various highlights from the town hall discussions:

### INITIATIVE 7:

#### Improve Patient and Family Experiences at All Service Sites

Status: Amenities popular with patients have been identified and plans are in place for implementation. RITE (Respect, Integrity, Teamwork and Excellence) values month was held for associates in spring 2013, and additional service training will be conducted later in the year.

### INITIATIVE 8:

#### Increase Primary Care Physician Recruitment

Status: University of Cincinnati Physicians added 15 physicians and MD extenders to its primary care network in fiscal year 2013, which ended in June. There are plans to add 15 more primary care physicians by June 2014.

### INITIATIVE 9:

#### Develop Plans for Capacity and Efficiency at UCMC Emergency Department

Status: Six beds were added to the Center for Emergency Care in March 2013, bringing the total to 16. Pavilion A is scheduled for demolition by the end of 2013 to make way for additional expansion.

### INITIATIVE 11:

#### Establish a Women's Health Center on West Chester Hospital Campus

Status: The UC Health Women's Center opened in April 2013. It's in newly renovated space on the entire fourth floor of the UC Health Physicians Office South building and includes 47 exam rooms, large and small conference rooms, an on-site library and many other resources.

### INITIATIVE 13:

#### Create a Mobile Diagnostics Program

Status: UC Health's 40-foot van debuted at the Flying Pig Marathon in May 2013 and began performing diagnostics in July.

### INITIATIVE 18:

#### Create an Academic Medical Center Image-Building Campaign

Status: UC Health renamed its Clifton hospital and associated facilities University of Cincinnati Medical Center in December 2012 to capitalize on its affiliation with the nation's second-oldest public college of medicine and one of the top 50 medical schools in the country: the UC College of Medicine. Drake Center likewise changed its name in June 2013 to Daniel Drake Center for Post-Acute Care, after physician Daniel Drake, founder of the UC College of Medicine. ●



A report on the progress of the plan as of mid-2013 is available on the Plan 2017 website at [plan2017.uchealth.com/updates](http://plan2017.uchealth.com/updates).



Re: INITIATIVE 13—UC Health's mobile diagnostics van began serving patients in July.

### UC Health Women's Center

Floor Plan Layout

Re: INITIATIVE 11—The UC Health Women's Center opened in West Chester in April.



UNIVERSITY OF  
**Cincinnati**  
Medical Center  
An Academic Medical Center of Excellence

Re: INITIATIVE 18—The image-building campaign includes changing the hospital's name to University of Cincinnati Medical Center, which occurred in December 2012.

# UC Health Laboratory Expands Capabilities

## Patient Service Centers offer weekend hours

UC Health's laboratory has expanded its capabilities over the past year to meet a growing demand for test services. The central lab at UC Medical Center, previously on the second floor of the Lab Medicine Building, now occupies three floors to accommodate current and future needs.

*UC Health's outpatient laboratory program—launched in 2012—now sees **MORE THAN 300 PATIENTS PER DAY** at 11 Patient Service Centers throughout Greater Cincinnati.*



Linda Peterson, a client services representative with the UC Health Laboratory, works at the Patient Service Center in the UC Health Primary Care practice at 305 Crescent Ave. in Wyoming.

### Satellite Labs Open in Clifton

As part of the expansion efforts, UC Health opened satellite laboratories in the UC Medical Center emergency department and in the Barrett Center.

The emergency department satellite laboratory provides a broad test menu including blood gas analysis, drug screening, and troponin levels (which are used to determine heart muscle damage, such as during a heart attack).

At the Barrett Center satellite laboratory, technicians perform rapid tests on blood draws required by pharmacy staff for mixing chemotherapy drugs.

### Patient Service Centers Extend Reach

UC Health also launched a laboratory program in 2012 to serve outpatients. It now sees more than 300 patients per day at 11 Patient Service Centers throughout Greater Cincinnati.

This summer, three Patient Service Centers began offering weekend hours.

The offices at Crescent Avenue and Burnet Avenue in Cincinnati as well as the office on Wellness Way in West Chester are open 8 a.m. to noon Saturdays and provide laboratory services such as blood draws and specimen collections.

"With these extended hours, we're able to better serve our patients," says Jan Goetz, manager of outreach lab and outreach operations at UC Health.

"The laboratory hopes these Saturday times will help accommodate people who are busy Monday through Friday or work throughout the day and find it difficult to get their lab work done."

UC Health is considering offering weekend hours at its other Patient Service Centers as it continues to evaluate needs and improve accessibility to laboratory services. ●

## Patient Service Centers Offer Weekend Hours

UC Health Has 11 Patient Service Centers throughout Greater Cincinnati for outpatient blood draws and specimen collections. Three offer weekend hours.

### UC Health Primary Care Wyoming

305 Crescent Ave.  
Cincinnati, Ohio 45215  
Phone: **513-679-6402**  
Fax: 513-679-6444

Monday–Friday:  
8 a.m. to 5 p.m.  
Saturday:  
8 a.m. to noon

### UC Health West Professional Building

(next to the UC Health Business Center)

3120 Burnet Ave.  
Cincinnati, Ohio 45229

Phone: **513-585-5051**  
Fax: 513-585-5052

Monday–Friday:  
8 a.m. to 4:30 p.m.  
Saturday:  
8 a.m. to noon

### UC Health Physicians Office South

7675 Wellness Way,  
Suite 103  
West Chester, Ohio 45069

Phone: **513-298-7629**  
Fax: 513-475-8233

Monday–Friday:  
7:30 a.m. to 5 p.m.  
Saturday:  
8 a.m. to noon

### >> FOR MORE INFORMATION

For more information about the UC Health Laboratory, or to find a full list of services, locations and operating hours, visit [laboratory.uchealth.com](http://laboratory.uchealth.com) or call 513-585-LABS (5227).

**HOW WE MAKE A DIFFERENCE**

# Diving Accident Survivor Shares ‘Feet First’ Message

## UC Health surgeon aids in miraculous recovery from spine trauma

**D**iving accidents can happen in the blink of an eye.

Consider 21-year-old Nick Wehby of Mason, Ohio, who was enjoying himself poolside with his parents at a graduation party one minute and floating face down the next, unable to move his arms or legs.

“I remember floating and wondering ... is this the last thought I’m going to have?” Wehby recalls of the accident that sent him to UC Medical Center June 23, 2013. The impact had dislocated his C3 and C4 vertebrae. He arrived at UC Medical Center a quadriplegic.

Now walking, Wehby still has restricted mobility in his arms and a lot

of rehabilitation ahead of him; because, unfortunately, what happened to him happens in residential pools all too frequently: he accidentally dove into the shallow end of the pool.

He and his family attribute the mistake to the pool being the exact reverse of their own residential pool, with Wehby thinking the deep end was to his left like it is at home, and poor lighting. The accident happened at about 11:30 p.m.

“It was such a normal thing to do. He just got up out of his chair and said, ‘I’m going to jump in and cool off,’” and dove in head first, says his father, Fred Wehby.

“It’s very rare for patients to have Nick’s degree of recovery,” says Steven Agabegi, MD, UC Health spine surgeon



**Agabegi**

and assistant professor of orthopaedic surgery at the UC College of Medicine, who rushed Wehby into surgery after seeing a twinge of movement in one of the

young man’s legs.

Agabegi was able to relocate and fuse Nick’s spine, but both the surgeon and Nick’s family are hoping that the story of his miraculous recovery can be directed to help save someone else from what could have been a more devastating outcome.

“Feet first,” says Nick, who was attending the University of Indianapolis on a football scholarship but will be now be restricted from all contact sports.

It could have been so much worse, says Agabegi, who says that in the summer months it’s common to see at least a dozen head and spine trauma



**Nick Wehby (left) with Steven Agabegi, MD**

patients whose injuries resulted from diving, and those similar to Nick’s injuries have resulted in the patient either being a paraplegic or a quadriplegic.

Agabegi cautions that although many residential pools have diving areas and diving boards, the majority of residential pools are not safe for diving, regardless of how deep the water is in the “deep end.” Recreational diving, he says, should be restricted to large public pools, where there are clear markers and lifeguards on duty. ●

### >> **APPOINTMENTS & REFERRALS**

**UC Health Orthopaedics and Sport Medicine sees patients in Clifton, Montgomery, West Chester, White Oak, Wilmington, and Florence, Ky. For appointments, call 513-475-8690.**

#### **POOL SAFETY TIPS**

- **Depth is key, but length and slope matter.**

According to the Consumer Product Safety Commission, which oversees pool manufacturers, most diving injuries take place in water 5-foot-deep or shallower.

Recommended depth for diving is 9 feet, but caution should still be taken, as 9-foot-deep pools often have a slope between the deep and shallow ends.

- **Visualize the bottom.**

It’s dangerous to dive or jump into natural bodies of water, where you can’t see the bottom and don’t know what you’ll hit under the water’s surface.

- **Consider other factors.**

Other risk factors for pool/diving injury include being a first-time visitor to a particular pool, the lack of depth markers, inadequate lighting, diving into another person in the pool, horseplay and alcohol.

# in brief

## Richard Becker, MD, to Lead Cardiovascular Institute

Richard Becker, MD, professor of medicine at Duke University School of Medicine, has been appointed director of the UC Cardiovascular Institute, one of four institutes of UC Health and the UC College of Medicine. Becker has also been appointed head of the newly renamed division of cardiovascular health and disease within the UC College of Medicine's Department of Internal Medicine, and will hold the Mabel Stearns Stonehill Chair of Cardiology at UC, pending approval by the UC Board of Trustees.



Becker

A 1982 UC College of Medicine graduate and 2011 recipient of the Daniel Drake Medal (UC College of Medicine's highest honor), Becker will begin his work at UC Health and the university Sept. 23, 2013.

Upon graduation from UC, Becker completed his internship, residency and hematology fellowship at the Cleveland Clinic. He joined the University of Massachusetts Medical School after a fellowship in cardiology there and later founded the Cardiovascular Thrombosis Research Center and served as director of the Coronary Care Unit and Anticoagulation Services at the University of Massachusetts Medical Center.

Becker joined Duke University in 2003 as professor of medicine and director of the Duke Cardiovascular Thrombosis Center. He also serves as co-director of both the Advanced Biomarkers Program at the Duke Clinical Research Institute and the Duke Comprehensive Center for Hemostasis and Thrombosis. Additionally, he directs the Duke University Health System's Cardiogenetics Thrombosis Clinic.

Becker has served as a principal investigator and co-principal investigator of many National Institutes of Health-funded research studies and has been supported by industry, foundations and other government agencies for clinical and translational investigations on thrombosis, hemostasis, vascular biology and pharmacogenetics. He is a prolific contributor to scientific literature having published more than 600 articles, textbooks, book chapters, invited reviews and editorials, abstracts and both national and international position papers.

He is a member of numerous professional societies, including the International Society on Thrombosis and Haemostasis and the American Heart Association, for which he is a national spokesperson. ●

## Highest Stroke Certification Achieved

UC Medical Center has been certified by the Joint Commission as an Advanced Comprehensive Stroke Center. This prestigious designation of certification is reserved for institutions with specific abilities to receive and treat the most complex stroke cases. There is no higher stroke certification.

UC Medical Center is home to the UC Neuroscience Institute (UCNI), one of four institutes of the UC College of Medicine and UC Health. UCNI's centers and programs focusing on the main diseases of the brain and nerves include the UC Comprehensive Stroke Center.

The Joint Commission has a rigorous application process with a number of requirements for advanced certification, including volume of cases, advanced imaging capabilities, post-hospital care coordination of patients,

dedicated neuro-intensive care unit (ICU) beds for complex stroke patients, peer review process, participation in stroke research and performance measures.

## Breast Cancer Center Recognized

UC Cancer Institute's Comprehensive Breast Cancer Center, led by Elyse Lower, MD, has been



Lower

recognized as a "Certified Quality Breast Center of Excellence" in the National Quality Measures for Breast Centers

(NQMBC) Program—the highest distinction for excellence given by the NQMBC. This is the only program in the city and Tristate and only one of 42 centers nationally to gain this distinction.

The NQMBC Program is a model for breast centers to track, measure and compare quality

## Lindner Center of HOPE Offers Free Speakers Series

In honor of its five-year anniversary, Lindner Center of HOPE is partnering with the City of Mason to provide a free educational speakers series to the community.

The series, "Evening with the Experts," includes discussions of mental health, addictions and mental wellness with Lindner Center of HOPE clinicians. These events will take place the second Wednesday of each month from 6:30 to 7:30 p.m. in the Senior Center of the Mason Community Center. Details about these events can be found at [lindnercenterofhope.org/experts](http://lindnercenterofhope.org/experts).



Lindner Center of HOPE

performance. The NQMBBC Program is under the umbrella of the National Consortium of Breast Centers.

To gain this certification, the center had to supply data for—and score above the 25th percentile for—90 percent of the measures for which its quality breast center type is able to measure performance, including breast imaging, surgical timeliness of care and mammography call back rates, to name a few.

### Bennett Earns Nursing Doctorate

Melissa Bennett, director of clinical services at Daniel Drake Center for Post-Acute Care, has received a doctor of nursing practice (DNP) from the joint DNP program at Wright State University and the University of Toledo. Bennett, who is responsible for the long-term acute care nursing units and clinical care services at Daniel Drake Center, has 20 years' experience as a health care nurse executive in long-term acute care, skilled nursing care and health care insurance. She has also worked as a clinical instructor and staff RN.

### UC HEALTH INTRODUCES 'CHOICE' AD CAMPAIGN

UC Health has launched its "Choice" campaign, a new advertising initiative emphasizing the numerous choices the system offers patients.

Television commercials began running on the local ABC, CBS, NBC and Fox affiliates in early September. Advertisements are also running this month in print editions of the *Enquirer* and on Cincinnati.com.

Choice campaign ads appeared in mid-August on the center court screen at the Western & Southern Open tennis tournament in Cincinnati, and billboards will appear at key locations in the region through September.



Examples of the "Choice" campaign billboards (left) and stills from the campaign's television commercials

### OHA Recognizes West Chester Hospital for Safety

West Chester Hospital was presented a "Top Twenty Percent Award" from the Ohio Hospital Association (OHA) in June. The program is part of the OHA's 2013 Statewide Hospital Safety Campaign, which underscores successful hospital safety programs and superior employee safety records. This award recognizes West Chester Hospital for having one of the best workplace safety records among Ohio hospitals and health systems in 2012.

To determine the top 20 percent, Ohio hospitals are ranked based on data pulled from federal Occupational Safety and Health Administration (OSHA) Summary of Work-Related Injuries and Illness reports and the Ohio Department of Commerce Public Employment Risk Reduction Program (PERRP) forms.

### CLINICAL TRIAL SPOTLIGHT:

#### Asthma

**WHAT:** This is a research study to test the safety of a type of asthma medication called formoterol, a component of Symbicort, when it is taken in combination with inhaled corticosteroids. Researchers

want to know if the addition of an inhaled corticosteroid, such as budesonide, reduces the increased risk of asthma-related hospitalizations and death from formoterol.

**WHO:** Adolescents and adults 12 years and older who have been diagnosed

with asthma may be eligible for participation.

**PAY:** Participants will receive compensation for their study-related time and travel.

**DETAILS:** For more information, contact the research coordinator at 513-558-5795 or 513-558-0924.



### UC Health Team Seeks Participants for Undy 5000

UC Health is a sponsor of the Undy 5000 Run/Walk scheduled for Oct. 12 at the Great American Ball Park and invites all associates to participate. The event is organized by the Colon Cancer Alliance, and proceeds will be used to help pay for colon cancer screening tests.

UC Health colon and rectal surgeons will staff an "Ask the Doctor" booth, and additional

representatives at a second booth will provide event participants general information about UC Health and promotional items.

To join the UC Health team, visit [www.undy5000.org](http://www.undy5000.org) and

use the code UCHEALTH for a \$5 discount. To request a team T-shirt or for

additional information, contact Wendy Foley at [foleywy@ucmail.uc.edu](mailto:foleywy@ucmail.uc.edu) or call 513-929-0117. ●



# We're all UC Health

## Don Fite

Senior Call Center Representative  
UC Health University of Cincinnati Physicians

### "EVERY SECOND COUNTS."

It's a mantra we've all heard hundreds of times, but it is the one that Don Fite and the rest of the University of Cincinnati Physicians call center live by. It truly matters when the person on the other end of the phone is expecting the call center staff to help them and get their call to the appropriate person.

In the call center, Fite is part of a team who accepts calls at 475-8000, the main scheduling number. As the first line of defense, Fite handles more than 150 calls per day—nearly 40,000 in a year and growing—routing calls and scheduling patients all over the organization.

Since joining UC Health more than four years ago, Fite has held numerous roles throughout the organization, all in service-related positions. Helping people comes naturally to Fite and his knowledge of the system is an invaluable resource.

"The best reference we have in the system is Don," says Elizabeth Hilton, director of access. "Since day one, Don has writ-

ten down phone numbers for the entire organization and put them in a binder. His binder has more system-wide information than anything else in the company."

While many would think Fite would take the most pride in his binder, it was working through centralizing the call center—bringing dozens of phone numbers under one central location—that he calls his proudest achievement.

"Not asking our patients to go through 10 different phone numbers to get the right group is rewarding," says Fite. "I just treat others like I want to be treated. It is great to hear the patient's voice and satisfaction, relieved that you're helping get them to the right person."

Besides helping people every day, Fite enjoys coming to work because of the group of people he works with and for.

"Every day, the people I work with all get along. And Elizabeth and Patty Hoerlein are always friendly and accessible. It makes it easier to come in and do my job, and my four dogs are happy too!"

**"Not asking our patients to go through 10 different phone numbers to get the right group is rewarding. I just treat others like I want to be treated."**

*Don Fite*



#### uhealth.com

Inpatient and outpatient services available in the following communities:

#### OHIO

- ADAMS COUNTY
- ANDERSON
- BROWN COUNTY
- CLIFTON
- FAIRFIELD
- HARPER'S POINT
- HARTWELL
- KENWOOD
- KETTERING
- LEBANON
- LIMA
- MASON
- MONTGOMERY
- MT. AUBURN
- RED BANK
- SPRINGDALE
- TRENTON
- TRI-COUNTY
- WEST CHESTER
- WESTERN HILLS
- WHITE OAK
- WILMINGTON
- WYOMING

#### KENTUCKY

- FLORENCE
- LEXINGTON
- MAYSVILLE
- SOUTHGATE

#### INDIANA

- AURORA
- BATESVILLE
- GREENSBURG
- MADISON
- NORTH VERNON
- RUSHVILLE



Don Fite