

central line

For the employees and clinicians of UC Health | August 2017



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A young mother's cancer battle

Jack Talbot (center), human resources director at West Chester Hospital, fights to stay afloat during the "Soggy Bottom Battle" portion of the Voice of America Park's "Crazy Cardboard Regatta." The July 15 event was sponsored by UC Health and benefited the Water Recreation fund of The Community Foundation of West Chester/Liberty.

Talbot captained West Chester Hospital's entry, but credit for its construction goes to Sean Parton and Kevin Chavies, maintenance project managers at West Chester Hospital.

Photo credit goes to Jamie Hunter, director of medical quality management.

Focused on Education



Colleagues,

This time of year marks back-to-school for many, so it's fitting that August's edition of *Central Line* takes a focus on education.

And what better way to highlight our role as an academic health system than to tell the story of pharmacist Caitlin Pfaff and her award-winning teaching style?

Pfaff's dedication to training pharmacy residents and her lead-by-example approach are true reflections of The UC Health Way.

Our emphasis on education continues in this edition with the story of an innovative program used to assess our incoming resident physicians and prepare them for day-one on the job.

And as with each edition of *Central Line*, we also share the story of one of our patients. This month, we highlight a young mother's battle with cancer and the advanced care she received at our Proton Therapy Center.

I continue to take great pride in the stories I read in *Central Line*. I hope you do, too.

Sincerely,

A handwritten signature in black ink that reads "Richard P. Lofgren".

Richard Lofgren, MD

UC Health President & CEO

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OUR PURPOSE

To advance healing and reduce suffering.

OUR MISSION

We are committed to advancing medicine and improving the health of all people—regardless of race, ethnicity, geography or ability to pay—by fostering groundbreaking medical research and education, delivering outstanding primary and specialty care services, and building a diverse workforce.

OUR VISION

To use the *power of academic medicine* to advance the science of discovery and transform the delivery of care.

OUR VALUES

PRIIDE: We will serve our patients, our community and one another by:

- Putting PATIENTS and families first.
- Showing RESPECT.
- Acting with INTEGRITY.
- Embracing INCLUSION.
- Seeking DISCOVERY.
- Offering EMPATHY.

Central Line is a monthly publication for employees and clinicians of UC Health. It is produced by UC Health Marketing & Communications. Send your comments and ideas to central-line@uhealth.com.

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Paying it Forward

Pharmacist, teacher adapts to learners



Caitlin Pfaff / Emergency Medicine Clinical Pharmacist / West Chester Hospital

BY DAMA EWBANK

CAITLIN PFAFF, PharmD, was shocked to hear she'd been named Preceptor of the Year by the UC College of Pharmacy. So shocked, in fact, that when they called to tell her the news, she asked them to doublecheck.

She'd be unable to deny the legitimacy of such an honor, however, when her own group of resident trainees at West Chester Hospital also selected her for a similar teaching award.

"I pour my heart and soul into teaching," says Pfaff, emergency medicine clinical pharmacist at West Chester Hospital, a self-described lifelong learner who is quick to point out the amazing preceptors she had during her pharmacy residency at UC Medical Center.

It was her own experience as a trainee, she says, that left her with the desire to

"I pour my heart and soul into teaching."

"pay it forward" and serve as a preceptor for others. She focuses on adapting her teaching style to fit with each resident's way of learning and works to give trainees a variety of experiences so that they get the big picture when it comes to patient care.

Pfaff's best teaching may be by the example she sets for others. In early May, she showed the impact anyone can have on patient care and the patient experience when she intercepted a very sick patient sent to the West Chester Hospital emergency department for a treatment she knew they'd be unable to receive in that setting.

Pfaff sprang into action, communicating with the patient and collaborating

with the referring provider, emergency department staff, the patient's insurer and the infusion center to find a treatment solution in a timely fashion. She even coordinated with public safety to transport the patient across the parking lot.

Said a colleague of Pfaff's, "This is just one example of how Cait is a global thinker and truly goes out of her way for patients, staff and the organization." •



Bonus video at uhealth.com/central-line

Getting Our Start

Influential physician, educator credited with our creation



CREDITED WITH ESTABLISHING the UC College of Medicine and what would become UC Medical Center, Daniel Drake's name is commonplace across UC Health. But details of his legacy may not be quite as well known.

Not only is Drake celebrated as the founder of UC's medical college—and, therefore, the University of Cincinnati—he also had a hand in starting many other Cincinnati institutions, including the Cincinnati Lancaster Seminary, Cincinnati Public Library, the Western Museum and the *Western Medical and Physical Journal*. He also established the Cincinnati Eye Infirmary and the Kentucky School for the Blind in Louisville.

The recipient in 1805 of the first medical diploma west of the Alleghenies, Drake was a strong civic champion for Cincinnati and one of the most influential physicians, educators, authors and scientists of 19th century America.

He argued for raising the standards of medical education through broader preliminary training, teaching at the bedside of patients and hospital training. His book, *Practical Essays on Medical Education and the Medical Profession in the United States* (1832), was labeled by noted medical historian Fielding Garrison, MD, as "the most important contribution ever made to the subject in this country." •

"...one of the most influential of 19th century America."

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Safe & Well

BENEFITS OF MASSAGE

MEDICAL MASSAGE is an important part of self-care. It can help to reduce stress and muscle tension—both of which are making their return as summer comes to an end and the school-year begins.

The National Center for Complementary and Integrative Health, part of the National Institutes of Health, reports that massage can have many other evidence-based benefits. The center cites studies showing massage benefits for people with chronic low back pain, chronic neck pain and pain due to osteoarthritis of the knee. Other reports suggest massage can provide short-

term benefits for cancer patients, including pain relief and improved relaxation and mood. Generally, studies show massage may help reduce depression and headache pain, and could also provide temporary pain relief and fatigue reduction in those with fibromyalgia.

Given all its reported benefits, it's important to consider massage as a piece of your holistic healthcare program.

Information provided by UC Health Integrative Medicine. Learn more at www.nccih.nih.gov.



>> **UC Health Integrative Medicine offers medical massage** in Midtown and West Chester. Appointments can be made by calling 513-475-9567 (WLNS).

UC Health employees can also take advantage of weekly chair massages offered by the licensed practitioners of UC Health Integrative Medicine. Book your chair massage (\$1/minute for up to 15 minutes) through the gift shops at the Business Center, UC Medical Center or West Chester Hospital.



Can you tell me more about the Epic 2017 upgrade?

Sure! On Saturday, Sept. 9, our Epic electronic medical records platform will undergo a major upgrade to version 2017. This will include changes to how most users log into and out of the system. The upgrade will improve functionality and security, enabling us to deliver better, safer and smarter care.

The upgrade will affect all Epic users

at all UC Health locations. It includes significant changes to the user interface and design.

The upgrade also implements "Single Sign On" for all tap badge workstations. This change affects all users of those workstations, even those who do not currently log in with a badge. Users will now be able to log in and out of

Epic by "tapping" their badge. However, simply clicking the red "X" button in the application will no longer close Epic. Users will now need to tap out using their badge or use the F8 hot key to secure the workstation, including at shared or kiosk-style workstations.

Other changes vary by job code, and personalized education materials will be available via myKnowledge beginning on Aug. 7. Some of these materials will be mandatory, but all Epic users are strongly encouraged to take advantage of all available materials prior to Sept. 9.

Questions about training should be directed to training@uchealth.com or 513-585-MYTD (6983).

Do you have a question we can answer? Email central-line@uchealth.com.



COMPLIANCE CORNER: CMS Open Payments Program

THE PHYSICIAN PAYMENTS SUNSHINE ACT, commonly referred to as the Open Payments Program, was passed by Congress in 2010 as part of the Affordable Care Act. Under the Open Payments Program, manufacturers of drugs and devices must report to the U.S. Department of Health and Human Services payments or transfers of value made to physicians and teaching hospitals. "Payments" that are reportable include both cash transactions and transfers of value. Some examples of what is reported are: consulting fees, compensation for serving as a speaker, honoraria, gifts, entertainment, food and beverages, travel and lodging, education, research payments, and grants. The Open Payments Program applies to teaching hospitals and doctors of medicine, osteopathy, dentistry, dental surgery, podiatry, optometry and chiropractic medicine.

The 2016 payment data was published on the Centers for Medicare and Medicaid Services ("CMS") website at the end of June. While physicians and teaching hospitals do not have legal obligations under the Open Payments Program, it is strongly recommended that all physicians and UC Health entities review, and if necessary, dispute the payment data that is reported about them. To do this, physicians and teaching hospitals must formally register with the CMS Open Payments Program. If any of the reported information is incorrect or

inaccurate, the information can and should be disputed with the manufacturer using the Open Payments Program process.

It is also recommended that physicians and UC Health entities maintain records of any payments and transfers of value received from manufacturers so that future published data can be easily compared and if necessary, corrected. For more information about the Open Payments Program, please go to <http://openpaymentsdata.cms.gov> or contact the Compliance Department at compliance@uchealth.com.

Open Payments Program Compliance Tips:

- **Become familiar** with the Open Payments Program and the information that is reported.
- **Register** with the Open Payments Program and subscribe to the CMS listserv to receive Open Payments Program updates. Register at <https://www.cms.gov/OpenPayments/>.
- **Keep all records** of payments and other transfers of value.
- **Review** and, if necessary, correct reported information. •

This article was written by staff within UC Health's Compliance department.



Building a Better Doctor

Program assesses residents at start of training

BY CEDRIC RICKS

JULY MARKED MONTH ONE for new residents starting their training programs in hospitals across the nation, but residents at UC Health got a bit of a head start. During the latter half of June, the new trainees participated in a learning assessment at the UC College of Medicine known as BRACK, or Baseline Resident Assessment of Clinical Knowledge.

"We are steadily getting a thousand opportunities a month to do better."

First piloted in 2011, BRACK allows educators to collect a wealth of data on the new residents' skills and knowledge. Evaluations are conducted through eight mini clinical sessions where the new residents work alongside physician preceptors and standardized patients—people trained to portray real patients—in mock exam rooms in the college's Simulation Center.

The BRACK encounters are videotaped and reports are sent to UC Health residency program directors with case-specific feedback on each new physician, says Amy Bunger, PhD, assistant designated institutional official and co-principal BRACK investigator.

"Residents identify BRACK as getting them into the mode of thinking about some technical details, such as which antibiotic to choose for a patient, and when they might call a senior

Top: Amy Bunger, PhD, and Paul Wojciechowski, MD, co-lead the BRACK learning assessment program. Bottom: A glimpse of a skills assessment during the 2017 BRACK program.



resident or an attending physician or call for rapid response," explains Paul Wojciechowski, MD, UC Health anesthesiologist, UC assistant professor and a co-principal BRACK investigator. "True emphasis is placed on when to call for help."



It also provides an opportunity for UC Health to initiate a change in medical culture among a new crop of physicians, says Bunger, who is also an assistant professor in the Department of Medical Education.

"One of the major initiatives at UC Health is to become a more transparent culture with respect to safety and reporting systems safety errors," says Bunger. "A couple of years ago, we only

got a few hundred reports a month, and now, we are steadily getting a thousand opportunities a month to do better.

"People often think the higher the number, the less safe the system is. In fact, the research shows the converse," she adds. "The more transparent people are about incident reporting, the safer the culture. BRACK provides an opportunity to set that expectation to help us improve." ●

Return to Normal



Young mother faces cancer without missing a beat

BY KATIE PENCE

IN NOVEMBER 2015, Whitney Hoffer, 31, and her husband Billy were excited to learn that they were expecting baby No. 2, just a year and a half after the birth of their daughter Makenzi. But soon, Hoffer noticed a swollen area on her neck along with neck and back pain that she first attributed to pregnancy.

By February 2016, and at 18 weeks pregnant, the pain and swelling had not gone away and Hoffer decided to see her obstetrician for an ultrasound and possible MRI.

"It was Feb. 15—I'll never forget that date. They thought I had lymphoma."

Many tests were run and a needle biopsy was performed, but all results came back inconclusive.

Hoffer was sent to UC Health and ultimately diagnosed by UC Cancer Institute physician Saulius Girnius, MD, with classical Hodgkin's lymphoma.

"I knew my doctors had my care in their hands, and I had God to take care of me; I had to fight for myself," said Hoffer. "Being a mom was my top priority, and I needed to be there for my babies. It's just what I had to do."

After four rounds of chemotherapy, Hoffer had a C-section on Wednesday, June 22, 2016, giving birth to a healthy baby girl, and was back the following Monday for chemotherapy. "I didn't miss a beat," she said. "I just kept thinking, 'This isn't just about me; this is about my kids and my family.'"

Though chemotherapy was completed by early October, her treatment was not quite finished. Hoffer was deemed a good candidate for proton beam

therapy, a form of radiation treatment used for certain types of cancers and lymphomas. Proton therapy is known to deliver radiation to a tumor area with remarkable precision, sparing healthy tissue.

"I had 20 rounds of proton beam radiation—daily treatments every other week—on my neck and chest area," she said, adding that she was finished by Dec. 31—the goal she'd set for herself.

Now, with her scans looking positive, Hoffer is just happy to return to normal, everyday life.

"When I was undergoing treatment, I always yearned for normalcy," she says. "Now, I don't have to be on a schedule anymore, and we have time as a family to do whatever we want. ●"

The Cincinnati Children's/UC Health Proton Therapy Center opened in August 2016 on the Cincinnati Children's Liberty Campus. The center is the only facility of its kind within 200 miles and is one of only 23 centers in the country.



Clinical Trial Spotlight: Is Their Memory Getting Worse?

What: We're looking for people who have memory or thinking problems that seem more than normal aging.

Who: CREAD is a clinical research study for people aged 50 to 85 with early Alzheimer's. Visit www.CREADstudy.com to learn more.

Details: For more information, contact Kara Baker, clinical research coordinator, at 937-535-5011 or baker2k9@ucmail.uc.edu.

Recognition

UC Health has been named to the list of "Most Wired Hospitals and Health Systems" by *Hospitals & Health Networks (H&HN)* magazine. H&HN's "Most Wired" list is based on the 19th annual HealthCare's Most Wired® Survey, released by the American Hospital Association's Health Forum.



To achieve "Most Wired" status, hospitals and health systems must meet specific requirements in four focus areas, including infrastructure, business and administrative management, clinical quality and safety, and clinical integration.

Clinical pharmacy specialists CHRIS DROEGE, PharmD, NICOLE HARGER, PharmD, and MADDIE FOERTSCH, PharmD, have each achieved the credential of Board Certified Critical Care Pharmacist. UC Medical Center has 21 board-certified pharmacist practitioners across several specialty areas, with three who are dually certified.



TOM DASKALAKIS, vice president and chief administrative officer at West Chester Hospital, has been named to the 2017 Business Honor Roll by the Ohio School

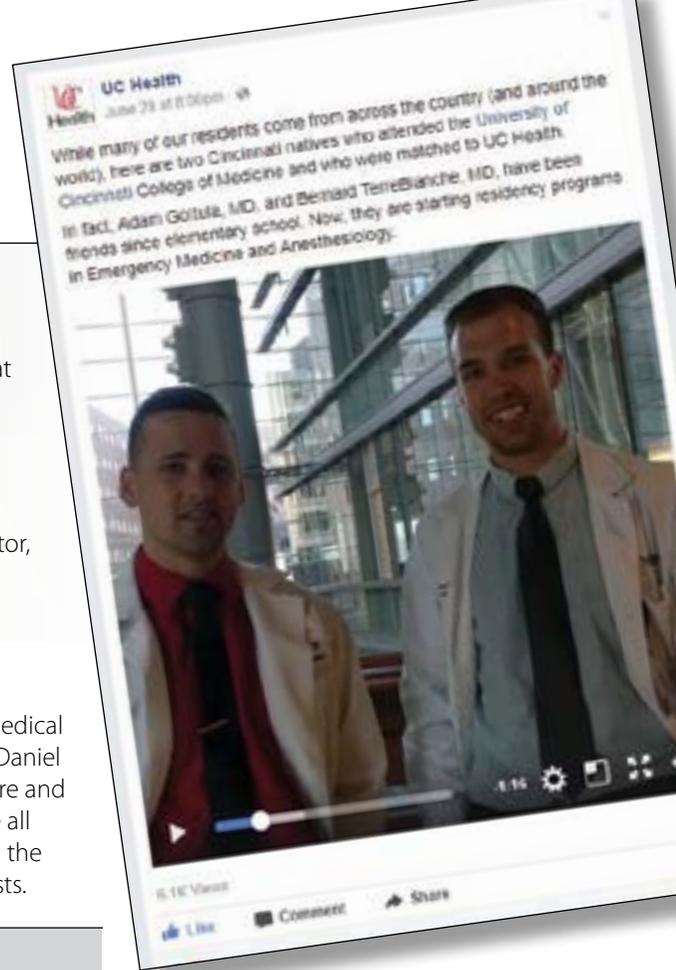
Board Association for his support of the Warren County Educational Service. He has also received an Image Award, one of the 2017 Educator Awards presented by the Ohio Association for Career and Technical Education.

Accreditation

UC Health laboratories at UC Medical Center, West Chester Hospital, Daniel Drake Center for Post-Acute Care and University Health Services have all received full accreditation from the College of American Pathologists.

Required Training

A new window has been established for completion of all annual required online training. From late September through mid-November, all employees and providers will have access to their assigned training requirements in myKnowledge. Required trainings for all employees will include HIPAA Privacy Training and IT Security Training. Providers can expect to take the HIPAA and IT Security courses, as well as Billing Compliance Training and a Medicare Parts C & D training requirement. For more information about required training or questions about using myKnowledge, contact the UC Health Help Desk at 513-585-MYPC (6972).



Appointments



SUSAN HATHAWAY, CPA, has joined UC Health as corporate controller. Hathaway has over 25 years of experience in various accounting and financial roles, including

controller, accounting manager and internal audit. For the past 10 years, she has served as CFO both at Rotex, a division of Hillenbrand, and OPW, a Dover Company.



MYRON MCCOO, JD, has been named assistant vice president of human resources and corporate diversity officer. He previously served as a human resources

executive at Yale New Haven Health and, before that, was vice president of human resources at Dartmouth College.

<<<<<<< FEATURED POST

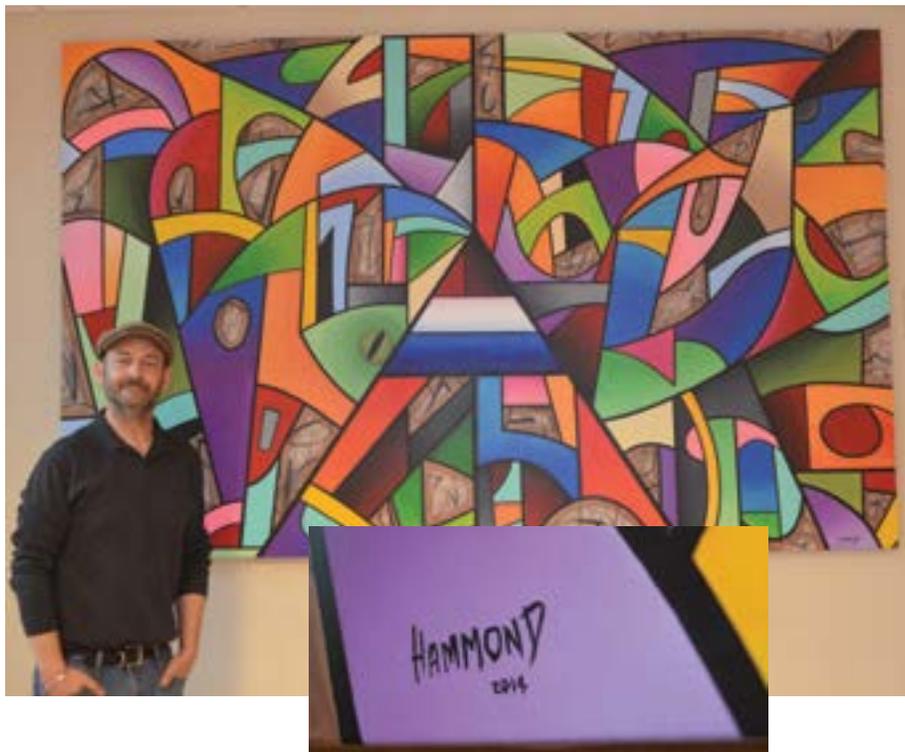
THE START OF JULY marked the beginning of residency training for new medical school graduates and UC Health's social media team took to Facebook to introduce a few of our more than 100 new trainees. Adam Gottula, MD, and Bernard TerreBlanche, MD, are Cincinnati natives and UC College of Medicine graduates who have been friends since elementary school. The video post featuring Gottula and TerreBlanche received more than 6,100 views, 170 likes and was shared 25 times.

Be sure to follow UC Health on Facebook, Twitter and Instagram, where we curate content for you to like and share.

Facebook: UCHealthCincinnati

Twitter: @UC_Health

Instagram: UC_Health



Cincinnati artist "Hammond" is a patient of multiple UC Health practices and credits his health and strength to the care teams he's worked with. He decided to give back to the system that's cared for him by donating one of his large-form paintings for display. The 60-inch by 96-inch canvas, called "Truth in Color," was donated in memory of Hammond's mother and in honor of the physicians and caregivers at UC Medical Center. Passers-by can see it on the first floor of the Hoxworth Center in the waiting area across from the Hoxworth Blood Center elevators.

Above: Hammond, standing next to his piece called "Truth in Color." The artist attended school in Arizona where he studied drawing and started large-form painting after returning to Cincinnati.



Driving Engagement 'The UC Health Way'



WHEN MARKETING & COMMUNICATIONS team members Kristy Davis and Meredith Hein conceived of the UC Health Young Professionals (YP) group, they first focused on gathering data to better understand the current generational make-up of UC Health and how it impacts talent acquisition and retention. They then rallied a team of other UC Health "YPs" to build out a formal program aimed at driving engagement among our under-40 workforce and retaining diverse young professional talent. Nearly a year in the making, the YP group at UC Health is now ready to expand and is seeking members from across the system who have a desire to grow professionally and impact the employee experience. Email youngprofessionals@uchealth.com to join.

AHA! MOMENT



Colored Glasses Could Provide Relief Post-Concussion



FOLLOWING A CONCUSSION or mild traumatic brain injury (TBI), patients may suffer from light sensitivity or photophobia, making it challenging to return to normal activities. The sensitivity may also trigger or exacerbate headaches.

While sunglasses can provide some relief from photophobia, wearing them all the time is not a practical solution, nor is it pleasant for patients to live in a dark room for days at a time.

A new UC study published online in the *Journal of Athletic Training* assessed the use of colored lenses in post-concussion patients and found wearing certain color-tinted sunglasses may be a good alternative to dark sunglasses.

A research team led by Joe Clark, PhD, professor in the UC Department of Neurology and Rehabilitation Medicine and member of the UC Gardner Neuroscience Institute, assessed visual symptoms of 51 concussion patients and used frames with varying colored lenses to find out if certain hues provided relief from photophobia.

"We found that 85 percent of patients reporting photophobia had relief of the symptoms with one or more colors—blue, green, red and purple—with no reported adverse events," Clark says.

"Our goal in this study was to provide medical staff like athletic trainers with a method and means to assess and subsequently provide relief to an athlete who may be experiencing symptoms of photophobia," Clark adds.



In addition to trying colored-lens sunglasses, the study authors suggest other ways to mitigate photophobia, including wearing a wide-brimmed hat when outdoors, adjusting digital screen and device settings to an appropriate hue and brightness or purchasing filters for screens. However, the researchers noted, they do not recommend wearing colored glasses while driving. Certain colors make seeing stop lights or emergency vehicle lights difficult.

Content provided by UC Academic Health Center Public Relations and Communications.

GIVING CAMPAIGN EXCEEDS GOAL

UC Health's 2017 *Above and Beyond* employee giving campaign was a success. Our campaign reached 9.5 percent participation—beating our 2017 campaign goal and exceeding last year's participation by 3.2 percent.

Gifts and pledges by UC Health employees totaled more than \$75,000 and will be used to support a number of initiatives benefiting our patients and their families.

Gifts and pledges by UC Health employees totaled more than \$75,000

As a thank you, each *Above and Beyond* participant will receive via U.S. mail a lapel pin, which will be personalized to reflect the number of years you have contributed to our campaign.

For more information or to volunteer to support this campaign in 2018, please contact Felicia Dooley, UC Foundation, at felicia.dooley@uc.edu or 513-584-6942. Year-round gifts can be made online at uhealth.com/foundation/.

Thank you for going *Above and Beyond*. You truly make a difference!



SNAPSHOT



Above: UC Health pet therapy ambassadors participated in Madeira's Independence Day parade.



Right: West Chester Hospital Chief Administrative Officer Tom Daskalakis (left) with Kacey Richards, Grant Wenzel, Danielle Kraatz and Ron Rohlfig at the June 23 groundbreaking for the new UC Health West Chester Hospital Fieldhouse at the Voice of America athletic complex. The building will open in the fall and is expected to help Voice of America MetroPark attract top-tier sports tournaments.

Top right: FC Cincinnati players and fans took time out of the July 9 match against Richmond to help us salute our maternity and newborn services team and celebrate all Baby Bearcats born at UC Health hospitals.



UC Health Giving Back

UC HEALTH IS AN ACTIVE supporter of a number of events and community health initiatives across the region, and many of our employees step up as volunteers to help out, share information and provide health screenings.

>> Become a UC Health Volunteer Ambassador and learn about opportunities to serve. Email Dan Maxwell at daniel.maxwell@uchealth.com.

COMING UP

Quarterly Leadership Meeting

Thursday, Aug. 10, 8 a.m. and 1 p.m.
Sharonville Convention Center

Mobile Mammography Screenings

Wednesday, Aug. 23, 9 a.m. to 3 p.m.
Lindner Center of HOPE
For appointments or financial assistance, call 513-584-PINK (7465).

Employee Appreciation Day at Kings Island

Saturday, Aug. 26
Discounted tickets available.
visitkingsisland.com/save
Username: UCHEALTH
Promo code: Banshee

Findlay Market Pop-up

Thursday, Aug. 31, 11 a.m. to 1 p.m.
CARE/Crawley Kaplan Reception Area

Internal Medicine Conference

Saturday, Sept. 9; Register at <https://1stannualjimconference.eventbrite.com/>
Titled "Updates Every General Practitioner Needs to Know," this one-day conference is for healthcare providers looking for updates in internal medicine or fulfilling their CME requirements. UC designates this live activity for 5.75 AMA PRA Category 1 Credits™.

UC Health Nursing Retreat

Thursday, Sept. 14, 8 a.m. to 5 p.m.
Daniel Drake Center for Post-Acute Care myKnowledge course number 0NS25535.

Trauma Nurse Symposium

Wednesday, Oct. 4
Daniel Drake Center for Post-Acute Care

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Discounts and Offers >> UC Health is proud to partner with UC Athletics to provide medical support to student athletes. Our expert clinicians and researchers even partner with UC Athletics to conduct a number of research studies, including the use of vision training for the prevention of concussions.

UC Health employees can get in on the UC Athletics action this football season by purchasing discounted season tickets. Discounts of up to \$50 on a maximum of two season ticket purchases are available at gobearcats.com/tickets. Select "Buy Tickets Now" and enter promo code FACSTAFF17. Questions can be directed to Kyle Wendt at 513-558-2282.