

# central line

For the employees and clinicians of UC Health / November 2017



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Visitor services assistant puts patients first

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Screening program marks fifth year

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Mother, son get best possible start

Dozens from UC Health marched in the 2017 UC Homecoming parade on Saturday, Oct. 21, in support of UC Bearcats Football. The crew was joined by a UC Health Mobile Care vehicle. This was the first year that UC Health employees—many with their families—marched as a group for UC Homecoming.

# The Academic Medicine Difference



“Complex, subspecialized care...  
can only be found at academic  
health systems like ours.”

Colleagues,

I'm reminded in this edition of *Central Line* of the unique responsibility we have in our community and across our region.

Complex, subspecialized care—like the procedures performed by our maternal-fetal medicine team for the Seger family featured on page five—can only be found at academic health systems like ours.

It's what academic medicine is all about.

When we couple our advanced care with the highest level of personalized service to all we meet—just like colleague Rhonda Parnell does—then we are truly putting patients and families first.

As I've said before, each and every one of us should be proud to be a part of something so important and unique in our region. I know I am.

Thank you for all you do.

Sincerely,

A handwritten signature in black ink that reads "Richard P. Lofgren". The signature is written in a cursive, flowing style.

Richard P. Lofgren, MD  
UC Health President & CEO

## INSIDE

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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@uchealth.com](mailto:central-line@uchealth.com).

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# Natural Caregiver

*Visitor services assistant epitomizes patient-first culture*



Rhonda Parnell / Visitor Services Assistant / UC Health's Barrett Cancer Center

BY DAMA EWBANK

ENTER THE SECOND FLOOR of UC Health's Barrett Cancer Center and you'll find Rhonda Parnell greeting you at the main desk. If she doesn't yet know your name, you can be sure she'll learn it.

Parnell's energy is infectious, and for patients and their families visiting the Barrett Cancer Center, her caring spirit no doubt contributes to their healing.

Parnell previously worked with Hamilton County Job and Family Services and for an organization dedicated to serving people with mental and developmental disabilities. Despite her background, when she first started at the Barrett Cancer Center, Parnell admits her job was tough.

"I was so overwhelmed," says Parnell. "I could see the pain in our patients' faces."

She quickly reverted to her caregiving nature and took her assigned responsibilities much further than signing patients in and directing them where to sit. She's known for memorizing names, holding meaningful conversations and treating everyone she greets as if they are part of her own family.

Patients and families respond with gestures of gratitude, including notes of thanks and even flowers.

In August, Parnell was recognized with a PRIIDE Award from UC Medical Center for the outstanding, values-backed service she offers to patients, families and colleagues.

Her advice to others throughout the system: "Make everything about the patient and the family. Period."

**"Make everything about the patient and the family. Period."**

"Only a special person could witness the cancer battle our patients face and hold their hands and be a friendly and warm face for them while they are going through this experience," says Darneesha Figgs, visitor services supervisor. "That person is Rhonda and I'm proud to say she is on my team!"

"I love my job," says Parnell. "I absolutely love my job. Who says that? I do!" •



**Bonus video at**  
[uchealth.com/central-line](http://uchealth.com/central-line)

## OUR ROOTS

# Decades of Service

## *Auxiliary marks 60th anniversary*

THE UNIVERSITY OF CINCINNATI Medical Center Auxiliary, a group of volunteers working in support of patients and families at UC Medical Center, celebrated their 60th anniversary in 2017. The Auxiliary, which held its first meeting Sept. 23, 1957, was formed to provide support for the patient care areas of then-named General Hospital.

Many of the early service projects established by the Auxiliary carry over to today, including a summer volunteer program for teens. In addition, early efforts to support hospital projects through food/beverage sales continue. For example, proceeds from the UC Medical Center Gift Shop, vending machines and some food-service locations still benefit the mission of the Auxiliary.

In 2016, the Auxiliary raised nearly \$440,000 to fund a number of equipment purchases and programmatic efforts across the hospital. The group's 2017 fundraising totals will be announced at the end of December. •



## Safe & Well

### STAY PROTECTED FROM THE FLU



THE CENTERS for Disease Control and Prevention estimates that there have been upwards of 710,000 flu-related hospitalizations since 2010. Getting a yearly flu vaccine, the CDC says, is the best way to reduce the risk of contracting the flu and spreading it to others.

UC Health requires that each employee, resident and volunteer receive a flu shot annually. The deadline to receive your flu shot is Monday, Nov. 27.

Get your flu shot free of charge through UC Health Associate Health and Wellness or at Kroger's The Little Clinic\*. UC Health Associate Health and Wellness accepts walk-ins between 6:30 a.m.–5 p.m., Monday through Thursday, and 6:30 a.m.–4 p.m. on Fridays.

If you choose to get your flu shot at The Little Clinic or another healthcare provider, please be sure to obtain documentation indicating you have received the shot and fax that documentation to 513-585-6524.

For questions, call 513-585-6600 or email [uch-employee-health@uchhealth.com](mailto:uch-employee-health@uchhealth.com).

\*UC Health employees (and their families) must carry UC Health's medical insurance plan to receive a flu shot free of charge at The Little Clinic. Please bring a copy of your insurance card and state-issued ID. Get hours and locations at [www.thelittleclinic.com](http://www.thelittleclinic.com). •







## Your Questions Answered

### Does the contract I'm working on need legal review?

THE SHORT ANSWER IS YES. But let's first define "contract." A contract is an agreement between a UC Health entity and another party or parties that creates an obligation to do or not to do a certain thing. The term "contract" includes, but is not limited to, documents referred to as agreements, amendments, addendums, leases, rentals, subcontracts, licenses, statements of work, quotation or quote,

or even a proposal (with a website reference to terms and conditions). No minimal dollar amount—in fact, no commitment to pay any money at all—is required for a document to be considered a contract.

UC Health's policy on contract processing outlines all the specifics related to contract procedure and the approved online contracting system that everyone is asked to use to gain contract approval. There is also a policy specific to contract signature authority, as not everyone is authorized to sign a contract on behalf of UC Health.

Find contracting policies on the UC Health Intranet under Corporate Policies > Legal-Admin.

If you want to learn more about this or have other legal questions, register to attend an upcoming Office of General Counsel Leadership Training. Register in myKnowledge by searching course code 9OGCLeader.

Do you have a question we can answer? Email [central-line@uchealth.com](mailto:central-line@uchealth.com).

## COMPLIANCE CORNER: ACA Nondiscrimination and Notice Regulations

SECTION 1557 of the Affordable Care Act of 2010 (ACA) prevents any health program or activity receiving Federal financial assistance from discriminating on the basis of race, color, national origin, age, disability or sex. The Department of Health and Human Services (HHS) has finalized the regulation implementing Section 1557.

The final rule prohibits the denial of healthcare or health coverage based on an individual's sex, including discrimination based on pregnancy, gender identity and sex stereotyping. The final rule also requires that covered entities, such as UC Health and its subsidiaries, treat individuals consistent with their gender identity.

For individuals with disabilities, the final rule requires covered entities to make all programs and activities provided through electronic and information technology accessible; to ensure the physical accessibility of newly constructed or altered facilities; and to provide appropriate auxiliary aids and services for individuals with disabilities. And covered entities must take

reasonable steps to provide meaningful access to individuals with limited English proficiency (LEP).

The final rule requires covered entities to post notices of nondiscrimination and taglines in the top 15 non-English languages spoken in the State that alert LEP individuals to the availability of language assistance services. The notices must be posted in physical locations where the entity interacts with the public, on its website, and in significant publications and communications. Small-sized significant publications, such as postcards, only require a short nondiscrimination statement and taglines in the top two non-English languages. A covered entity must also ensure it has a grievance procedure in place to resolve alleged violations.

If there are any questions about the law or implementation of the regulation at UC Health, please contact the Compliance Department at 513-585-7224 or [compliance@uchealth.com](mailto:compliance@uchealth.com). •

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

# Screening Backed by Research

## *Lung Cancer Screening Program marks fifth year in operation*

BY KATIE PENCE

IN 2011, THE NATIONAL Cancer Institute (NCI) published data supporting chest CT scans as an effective screening tool for patients at higher risk for lung cancer.

While traditional chest X-ray produces a flat, two-dimensional picture, CT scanning creates a 3D picture of the chest.

The NCI study showed that when current or former heavy smokers were screened with low-radiation dose CT scans versus traditional chest X-rays, there was a 20 percent reduction in lung cancer-related deaths.

A separate UC-based trial evaluating chest CT scans in a population of 132 heavy smokers also supported the imaging technique as a viable screening tool in a high-risk population.

It was on the heels of this research that the UC Cancer Institute launched its Lung Cancer Screening Program, which officially opened five years ago this month.

The Lung Cancer Screening Program team uses a multidisciplinary approach to provide personalized care to each

**Lung cancer screening is recommended for people at higher risk of lung cancer, including people over the age of 55 and who have smoked a pack of cigarettes a day for more than 30 years. For more information, call 513-584-LUNG.**



*Sandra Starnes, MD*

## Screenings help to identify unrecognized disease in people who have no signs or symptoms...

patient. Screenings help to identify unrecognized disease in people who have no signs or symptoms of lung cancer in an attempt to intervene earlier when the disease is generally more treatable.

Since it opened in 2012, the program has screened over 1,200 patients, resulting in the diagnosis and treatment of 26 lung cancers.

"This [CT scanning] allows lung cancer specialists to view the lungs one 'slice' at a time. Nodules that are too small to show up on a chest X-ray are more likely

to be detected and specialists can more accurately follow up on concerning lesions," says Sandra Starnes, MD, chief of thoracic surgery at the UC College of Medicine, co-director of the UC Cancer Institute's Lung Cancer Center and UC Health thoracic surgeon.

The Lung Cancer Screening Program — the first of its kind in the Tristate when it opened in 2012 — has been recognized by the Lung Cancer Alliance as a Screening Center of Excellence. ●

## Complex Care Times Two

### *Mom, baby get best possible start with UC Health maternal-fetal medicine team*

BY DAMA EWBANK

IN 2015, AND HALFWAY THROUGH her pregnancy, Jill Seger and her husband Justin weren't sure what to expect.

Their son, Jude, had been diagnosed *in utero* by UC Health's maternal-fetal medicine team with a condition causing fluid to build up within his chest cavity. Over time, the extra fluid would limit his heart and lungs from properly developing. Jude was given a 50 percent chance of survival.

"I was very torn," said Seger. "You want to be excited, it's your first child, the first time you're expecting, but on the other hand, you aren't sure you are going to bring this baby home."

The Seger family put their confidence in the UC Health team and between 22 weeks and 36 weeks pregnant,

Seger—and Jude—underwent an amniocentesis, three thoracentesis procedures and three fetal shunt procedures to draw fluid from Jude's chest and ensure proper lung and heart development leading up to delivery.

**"We were willing to go anywhere to get him the best care."**

Seger went into labor four weeks early and delivered Jude via emergency C-section at UC Medical Center.

Despite a safe delivery, Jude was born needing a ventilator and the care provided in UC Medical Center's Neonatal Intensive Care Unit (NICU). He

was ultimately transferred to Cincinnati Children's Hospital Medical Center for additional procedures and spent 73 days there before being discharged for home.

"The partnership between UC Medical Center and the Cincinnati Children's team was tremendous," said Seger. "Jude's now been cleared and I don't think you could see anything about him that would indicate the tough start he had in life."

"It was the work that was done up front during my pregnancy at UC Medical Center to get Jude to this point. We were willing to go anywhere to get him the best care. We were so fortunate that UC Medical Center was one of the locations that could treat our son." •



**Bonus video at**  
[uchealth.com/central-line](http://uchealth.com/central-line)



## NEWS AND NOTES

### Appointments



EVALINE A. ALESSANDRINI, MD, has been named chief medical officer at UC Health, effective Dec. 1, 2017. Alessandrini,

currently professor and associate chair of outcomes and process improvement in the Department of Pediatrics within the UC College of Medicine, member of the UC Health Board of Directors and chair of the Board's Patient Care Committee, will be responsible for leading teams to improve the quality, safety and effectiveness of our clinical programs across UC Health.

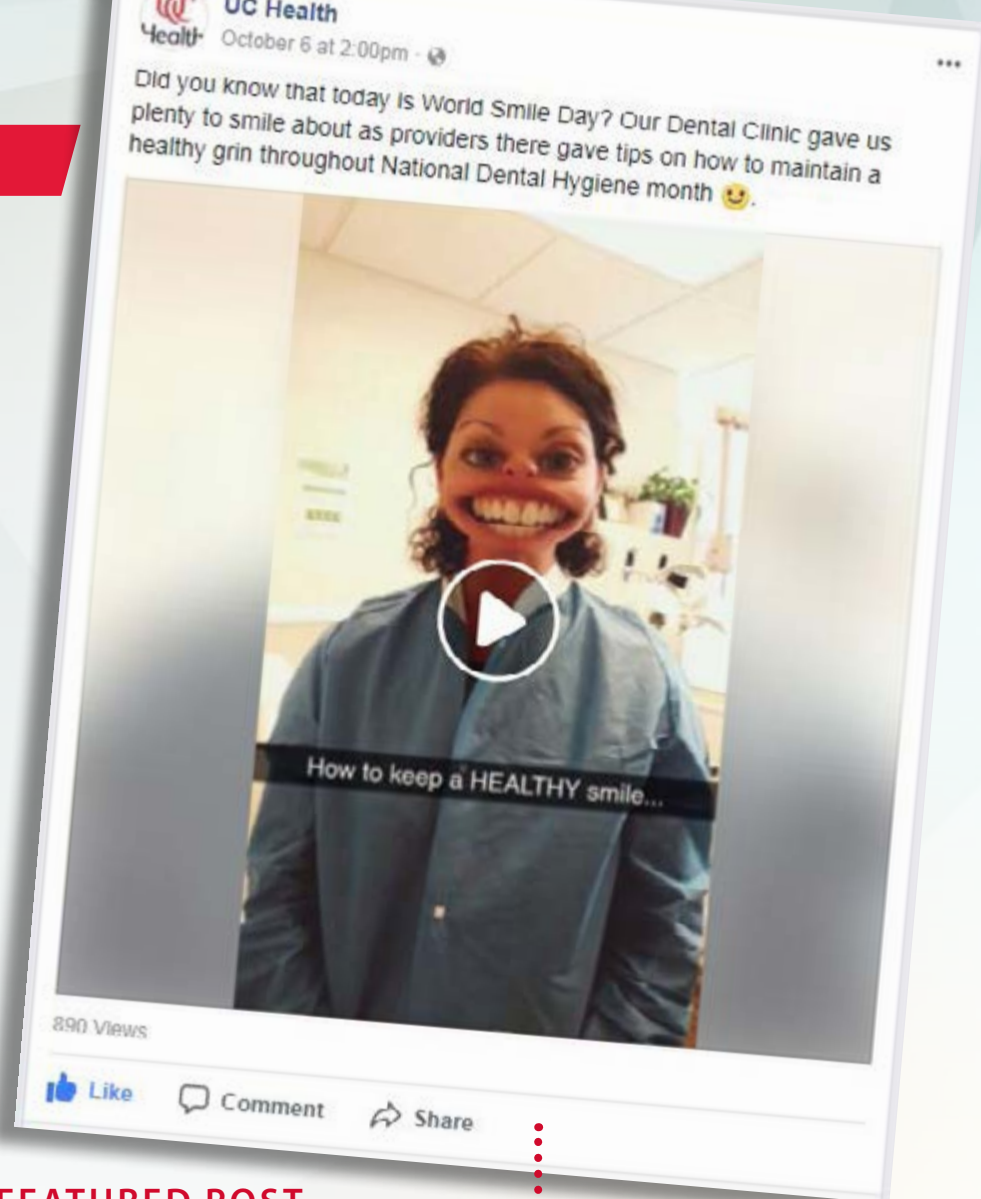


NICHOLAS MARKO, MD, has been named director of the Brain Tumor Center for the UC Gardner Neuroscience Institute and medical director of

neurosurgical oncology for UC Health. Marko, previously with Geisinger Health System of Pennsylvania, joined UC and UC Health Oct. 2. He earned his medical degree from George Washington University and completed neurosurgical residency at Cleveland Clinic and a neurosurgical oncology fellowship at the University of Texas MD Anderson Cancer Center.

### Reminder

UC Health's annual benefits enrollment runs through 5 p.m., Monday, Nov. 20. Benefits details for 2018 are available at [uchealth.bswift.com](http://uchealth.bswift.com). Employees can log in at any time from work or from home to review current benefits elections. If you plan to make no changes to your benefits elections or covered dependents, and you do not elect PTO cash-in or flexible spending, then you need not log in to the benefits portal. Your 2017 benefits elections will simply roll over to 2018.



### FEATURED POST.....

THEY SAY LAUGHTER is the best medicine. Our Dental Clinic gave us plenty to smile about during National Dental Hygiene Month in October. A Snapchat filter and some good sports on the Dental Center team helped us to share tips for maintaining a healthy smile. The short video was shared across UC Health's social media channels.

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

### Clinical Trial Spotlight: Post-traumatic Stress Disorder (PTSD)

**What:** We want to see if couple's-based therapy reduces post-traumatic stress disorder (PTSD) symptoms and improves relationships with partners and children.

**Who:** Veterans, who have been diagnosed with or are suspected of having PTSD, and their partner may be able to participate if they:

- Are 18 and older
- Report a high level of relationship dissatisfaction

**AND**

- Have at least one child, ages 4 to 12, living with them

**Pay:** Families will receive up to \$200 for their time and travel.

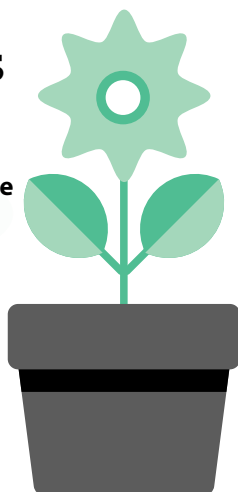
**Contact:** Rich Gilman at 513-558-5872.



# Executing Our Strategies 'The UC Health Way'

## Building primary care capacity and infrastructure

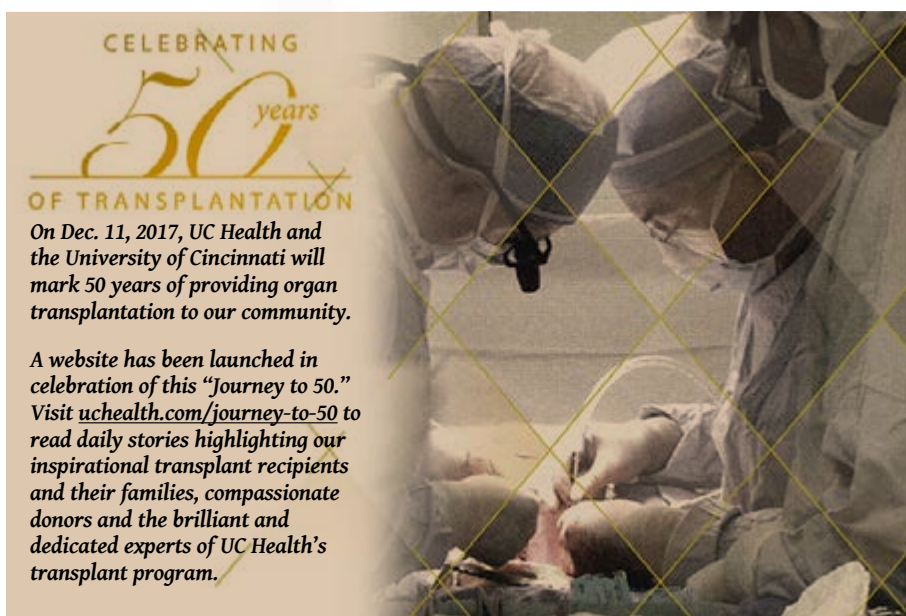
to better serve our neighbors is a key component of UC Health's "Growth and Access" strategy. To execute on this strategy, UC Health's Primary Care Network is participating in Comprehensive Primary Care Plus (CPC+). This national advanced primary care medical home model aims to strengthen primary care by providing patients with multidisciplinary support (RN, LSW, RD, RPH). CPC+ helps patients both inside and outside the primary care office—such as when they leave a hospital or emergency room—by



reducing barriers, improving care and improving communication among healthcare providers. To support the success of this program, UC Health employees are encouraged at every point of patient contact, and regardless of UC Health service line, to remind patients to update their primary care provider about what is happening with their health. Employees should also use Epic messaging to communicate with patients' primary care providers. For questions about CPC+, email [kelly.abeln@uchealth.com](mailto:kelly.abeln@uchealth.com) or [bernard.lenchitz@uc.edu](mailto:bernard.lenchitz@uc.edu).

## Compliance Training Due Nov. 23

All employees and providers should complete annual online compliance training by Thursday, Nov. 23. Training is available now in myKnowledge. Required trainings for all employees include HIPAA Privacy Training, General Compliance Training and IT Security Training. Providers will 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 trainings or questions about using myKnowledge, contact the UC Health Service Desk at 513-585-MYPC (6972).



Angela Fitch, MD, vice president of UC Health's Primary Care Network, was awarded the 2017 Obesity Medicine Association (OMA) Clinician of the Year Award. She was honored in September at the association's annual meeting and was also installed as the 2,000-member association's secretary/treasurer for the coming year. Clinician of the Year is the highest honor awarded by the OMA. Fitch is pictured here with OMA president Deborah Bade Horn, MD.

## AHA! MOMENT

### *Bariatric Surgery Lowers Cancer Risk for Severely Obese Patients*

SEVERELY OBESE PATIENTS who undergo bariatric surgery lower their risk of developing cancer by at least a third, according to a UC College of Medicine researcher leading a large retrospective cohort study of patients in the western United States.

"We found having bariatric surgery is associated with a reduced risk of cancer, especially obesity-associated cancers including postmenopausal breast cancer, endometrial cancer, pancreatic cancer and colon cancer," explains Daniel Schauer, MD, associate professor in the UC Division of General Internal Medicine and lead researcher. "What's surprising is how great the risk of cancer was reduced."

The findings were recently published online in the *Annals of Surgery*.

The study reviewed medical data of 22,198 individuals who had bariatric surgery and 66,427 nonsurgical patients between 2005 and 2012 with follow-up through 2014. It pulled data from large integrated health insurance and healthcare delivery systems from five study sites operated by Kaiser Permanente—Southern California, Northern California, Oregon, Colorado and Washington.

More than 80 percent of patients in the study were women.

Patients undergoing bariatric surgery had a 33 percent lower risk of developing any cancer during follow-up, according to the published findings. Schauer says the benefit is greatest among obesity-associated cancers. The risk of postmenopausal breast cancer dropped by 42 percent while the risk for endometrial cancer dropped 50 percent in severely obese patients. The risk of colon cancer dropped 41 percent while the risk of pancreatic cancer was lowered by 54 percent.

"Cancer risks for postmenopausal breast cancer and endometrial cancer are closely related to estrogen levels," says Schauer. "Having weight loss surgery reduces estrogen level."

Bariatric surgery helps reduce the risk of diabetes and insulin levels which may be a risk factor for pancreatic cancer, while the mechanisms for colon cancer are more complicated, says Schauer.

The study found no significant association between bariatric surgery and cancer risk among men. Schauer says that may be because the majority of study patients are female and at least two of the cancers most impacted by bariatric surgery, postmenopausal breast cancer and endometrial cancer, affect women only.

The National Cancer Institute of the National Institutes of Health funded the study.

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



**Daniel Schauer, MD**

## NATIONAL COMPLIANCE & ETHICS WEEK

JOIN YOUR COLLEAGUES in celebration of National Compliance & Ethics Week Nov. 5 – 11. Events will be hosted at our locations in celebration of integrity, compliance and business ethics at UC Health. Stop by one of the events for snacks, giveaways and compliance information. Also be sure to complete the compliance-themed word jumble you receive to be entered to win one of several prizes. The prize drawing will be held on Monday, Nov. 13. To be eligible to win, you must have completed your annual online compliance training.

Below is a listing of Compliance Department visits to UC Health locations.

### **Monday, Nov. 6**

11 a.m. to 1 p.m.  
Victory Parkway, Lower Level  
Lunch Room

11 a.m. to 1 p.m.  
Business Center Lobby

### **Tuesday, Nov. 7**

Various Times  
Ambulatory locations

6 to 7 a.m.  
UC Medical Center North Garage  
Entrance

11 a.m. to 1 p.m.  
UC Medical Center Cafeteria

### **Wednesday, Nov. 8**

Various Times  
Ambulatory locations

11 a.m. to 1 p.m.  
Daniel Drake Center lobby near gift shop

### **Thursday, Nov. 9**

Various Times  
Ambulatory locations

11 a.m. to 1 p.m.  
West Chester Hospital Cafeteria



## SNAPSHOT



### 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. And sometimes our community partners and legislators come to us! Here's a peek at some recent activity.



Would you like to become a UC Health Volunteer Ambassador and learn about opportunities for representing UC Health in the communities we

serve? Email Dan Maxwell at [daniel.maxwell@uchealth.com](mailto:daniel.maxwell@uchealth.com).



*UC Health held a Give Back Day Saturday, Oct. 14, and partnered with area organizations in support of people and families within the communities we serve. Seventy-five UC Health employees registered to participate in Give Back Day activities through the Hispanic Chamber of Commerce, Ronald McDonald House, Boys & Girls Club of West Chester/Liberty and Avondale Comprehensive Development Corporation.*

## COMING UP

### Strategies for Managing Epilepsy

Saturday, Nov. 11, 8:30 a.m. to 12:30 p.m.  
Daniel Drake Center for Post-Acute Care  
Free symposium for the community, patients and families, and providers.  
Register at [uchealth.com/events/epilepsy2017/](http://uchealth.com/events/epilepsy2017/).

### Management of Liver Disease and Cirrhosis

Saturday, Nov. 11, 8 a.m. to 4 p.m.  
Kingsgate Marriott Conference Center  
Register by contacting Patricia Williams at 513-558-3993 or [willipc@ucmail.uc.edu](mailto:willipc@ucmail.uc.edu).

### Lung Cancer: Revolutionary Progress and Future Directions

Saturday, Nov. 11, 8 a.m. to 2 p.m.  
Kingsgate Marriott Conference Center  
Symposium aimed at healthcare professionals. Educational credits offered.  
For more information, email [kelly.hummel@uc.edu](mailto:kelly.hummel@uc.edu)

### Mobile Mammography Screening

Tuesday, Nov. 14, 9 a.m. to 1 p.m.  
Victory Parkway  
For appointments or financial assistance, call 513-584-PINK (7465).

### Tackling the Ohio Opioid Crisis: Harnessing the Power of Science to Break the Cycle

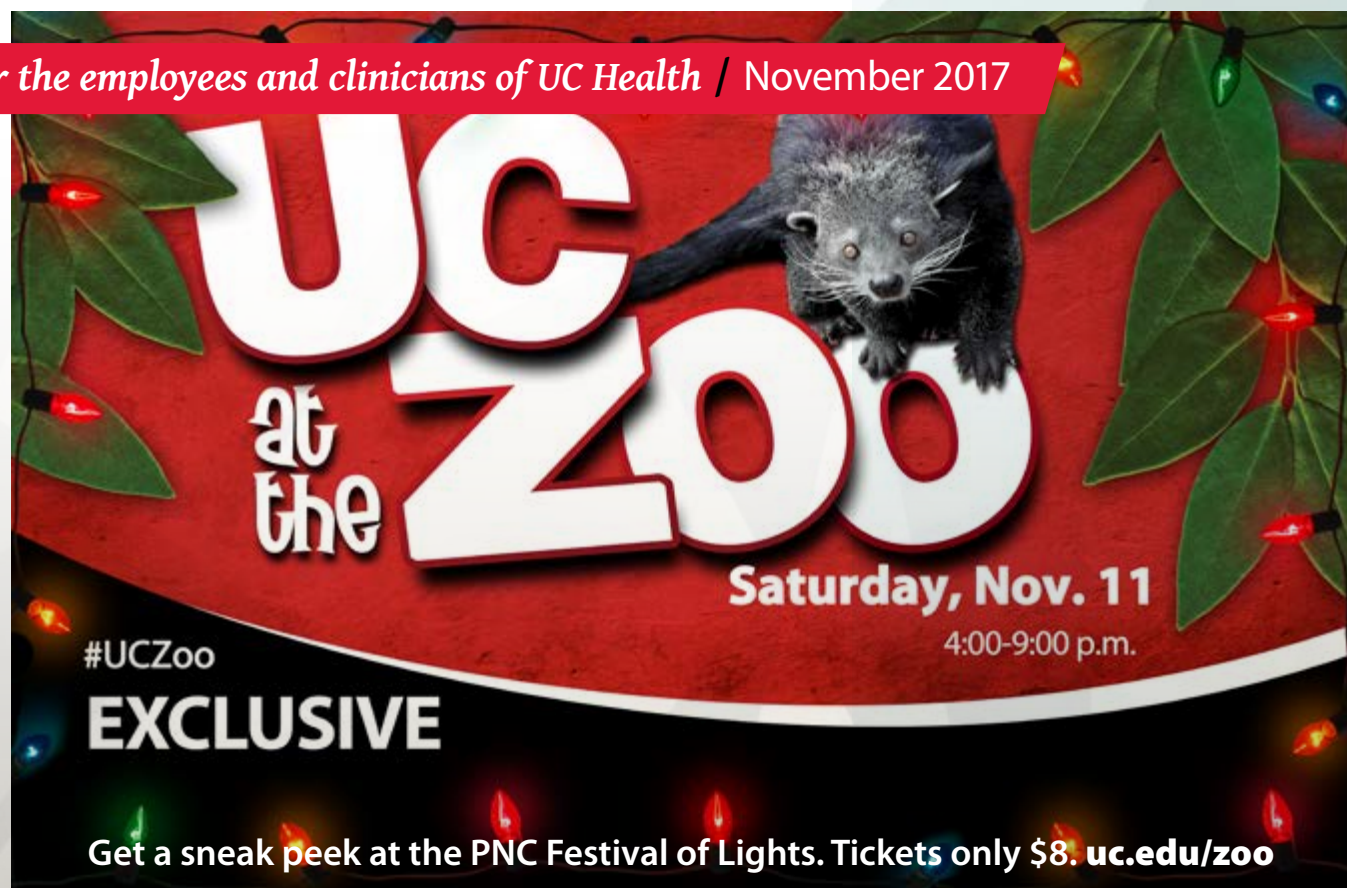
Monday, Nov. 27, 1 to 5 p.m.  
Kresge Aud., UC College of Medicine  
Keynote speaker: Nora Volkow, MD, Director, U.S. National Institute on Drug Abuse, National Institutes of Health  
Event is free and open to the public.

### SAVE THE DATE

Rev. Dr. Martin Luther King Jr. Celebration  
Friday, Jan. 12, 2018, 10 a.m.  
Kresge Aud., UC College of Medicine

# central line

*For the employees and clinicians of UC Health / November 2017*

A promotional poster for the 'UC Zoo at the Zoo' event. The background is red with green leaves and string lights. A koala is perched on the 'UC' text. The event is scheduled for Saturday, Nov. 11, from 4:00-9:00 p.m. The hashtag #UCZoo is visible, along with the word 'EXCLUSIVE'. At the bottom, it says 'Get a sneak peek at the PNC Festival of Lights. Tickets only \$8. uc.edu/zoo'.

**UC**  
**at the ZOO**

**Saturday, Nov. 11**  
4:00-9:00 p.m.

#UCZoo  
**EXCLUSIVE**

Get a sneak peek at the PNC Festival of Lights. Tickets only \$8. [uc.edu/zoo](http://uc.edu/zoo)