



Mobile Diagnostics



CHANGING LANES AND MOVING FOWARD

JANUARY 2014 | VOL. 1

The UC Health Mobile Diagnostics Van is in the Community

MULTIPLE DATE VISITS

Drake Center

151 West Galbraith, Cincinnati, OH 45216
January 16, 2014; April 17, 2014; 9 am - 3 pm

Elm Street Health Center

2136 W. 8th Street, Cincinnati, OH 45204
January 15, 2014; February 19, 2014;
March 16, 2014; April 3, 2014; 8 am - 3:30 pm

Millvale Health Center

2750 Beekman Street, Cincinnati, OH 45225
January 3, 2014; February 3, 2014;
March 3, 2014; April 7, 2014; 9 am - 1 pm

Price Hill Health Center

2136 W. 8th Street, Cincinnati, OH 45204
January 9, 2014; February 13, 2014;
March 13, 2014; April 3, 2014; 8 am - 12 pm

UC Health Primary Care - Montgomery

9275 Montgomery Road, Cincinnati, OH 45242
January 13, 2014; February 10, 2014;
March 10, 2014; April 14, 2014; 10 am - 3 pm

UC Health Primary Care - Tricounty

11590 Century Blvd., Cincinnati, OH 45246
February 5, 2014; April 2, 2014; 1 pm - 5 pm

UC Health Primary Care - Wyoming

305 Crescent Ave., Cincinnati, OH 45215
January 21, 2014; February 18, 2014;
March 18, 2014; April 15, 2014; 1 pm - 5 pm

UC Health Business Center

3200 Burnet Ave., Cincinnati, OH 45229
January 23, 2014; April 24, 2014; 8 am - 2 pm

SINGLE DATE VISITS

Epic House

910 York Street, Cincinnati, OH 45214
January 28, 2014; 1 pm - 4 pm

Jenny Craig

4754 Fields Ertel, Cincinnati, OH 45249
January 31, 2014; 9 am - 1 pm

Jenny Craig

433 East Kemper Road, Cincinnati, OH 45246
February 6, 2014; 9 am - 1 pm

Cincinnati Museum Center

1301 Western Ave., Cincinnati, OH 45203
February 12, 2014; 12 pm - 4 pm

PLAN

TWENTY | ONE | SEVEN

2017

INITIATIVES

SYSTEM ACTIONS



Plan 2017 Initiative #13: Creating a Mobile Diagnostics Program

The UC Health Mobile Diagnostics program came to fruition in May 2013. The Medical Center acquired the van through a joint donation from Western & Southern and the Barrett Cancer Center. It has since been providing screening mammograms to women in the community at organizations such as Jeff Wyler, UC Health Primary Care Centers, various Kroger stores, Miami University, and community health centers to name a few. In addition, program had a presence at local events including the Flying Pig Marathon, the Midwest Regional Black Family Reunion, and Paint the Square Pink. In November Dr. William Barrett utilized the van to provide prostate cancer education and free cancer screenings in downtown Cincinnati. Business is growing and the UC Health Mobile Diagnostics program is becoming a true force to be reckoned with in the mobile van community.

While the creation of the Mobile Diagnostics program was one initiative of Plan 2017, it contributes to the success of other initiatives including Initiative #20: Develop New Partnerships and Affiliations. Mobile Diagnostics continues to increase its presence in the community and partnerships with organizations that had no previous relationships with UC Health. These efforts bring state of the art imaging services and compassionate care to the greater Cincinnati area creating exposure to other UC Health facilities and services.

To schedule an appointment
on the Mobile Van at any location

Call (513) 585-VANN (8266)

Meet the Mobile Diagnostics Staff

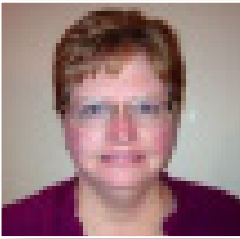


**Tywauna Hardy, MBA, MLS (ASCP),
Director of Mobile Diagnostics**

Tywauna earned a BS in Clinical Laboratory Science and a MBA with a focus on Healthcare Management. She has been in the clinical laboratory industry for the past 10 years with her most recent experience serving as lab manager for an organization that performs over 2 million diagnostic tests per year. Tywauna strives to change lives one test at a time with the hopes of making the Mobile Diagnostics program a premier solution to meet our community's ever changing health care needs.

Ms. Hardy is actively involved in various leadership roles and received numerous awards including: 2012 Girls Scouts of Southwest Ohio Leaders of Promise Award, 2011 Business Courier Forty under 40 Award, 2010 YWCA Rising Star, YWCA Rising Star Advisory Committee, Mentor for UC's College of Allied Health Mentor program, and she represents UC Health on the Board of Trustees for the Urban League of Greater Southwestern Ohio.

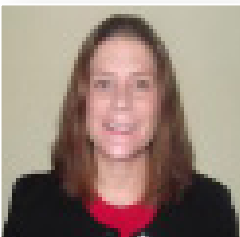
In her spare time, Tywauna enjoys spending time with family and friends, reading, and traveling.



**Pamela Sears, ARRT R M
Mammography Technologist**

Pam earned her AS in Radiologic Sciences in 1983 from the University of Cincinnati. She worked at various hospitals along the east coast while her husband was in the US Navy. In 1991, they returned to Cincinnati and Pam started her 22 year career at Jewish Hospital. She worked there as Lead Technologist and performed mammograms, breast biopsies, and some of the newest

technology including 3D Tomography and seed implants for biopsies. She was also responsible for the daily breast center work flow and worked closely with the radiologists and surgeons. She has been married for 31 years and has 3 children and 1 grandchild. She hopes to use her knowledge and experience to reach out to the community in Mobile Diagnostics.



**Mary Vincent MS, ARRT R M
Mammography Technologist**

Mary has worked in breast imaging for over 10 years. She started her career while serving in the US Army and has worked in both clinic and hospital settings in the US and overseas. She earned her BS in Health Sciences in 2008. Her passion for patient education and healthy living led her to earn her MS in Health and Kinesiology focusing on Health Promotion. Mary hopes to

not only provide excellent breast imaging examinations, but to also educate patients and the community on why choosing to get health screenings can help them to lead longer and fuller lives.



**Chuck Swift
Mobile Driver**

Chuck hails from Michigan and was raised in California. He attended CSLB and explored financial management until he discovered he had a liking for transportation and logistics. He did it all: loader, warehouseman, driver, rater, dispatcher, manager, consultant and owner. After 45 years in the business he retired until a friend had mentioned an opening for a driver for UC Health's brand new, state of the art, Mammography Van. Chuck says that UC Health is a brand new adventure that he looks forward to with every trip.

“Business is growing and the UC Health Mobile Diagnostics program is becoming a true force to be reckoned with in the mobile van community.”

The Mobile Diagnostics department boasts a diversified staff. Their varying backgrounds, experience and education are sure to distinguish UC Health Mobile Diagnostics from the other mobile programs in Cincinnati.

2013 In Review: What Have We Accomplished?

The **Mobile Mammography Outreach Fund** was created to provide no cost screening mammograms to low income women who do not have insurance. Initial funding was received from a donation from EPIC and the Breast Cancer Awareness T-shirts that were sold in the UC Health Medical Center gift shop in October. For more information on how to donate to the UC Health Mobile Mammography Community Outreach visit uhealth.com/about/foundation/.

- Reoccurring schedules were established for several UC Primary Care and Cincinnati Health Department Centers.
- Mammogram patient education materials were developed in both English and Spanish as part of a \$25,000 grant from The Making Strides against Breast Cancer of the American Cancer Society.
- Mary Vincent completed truck driving training and successfully passed her CDL Class B license adding driver flexibility to the program.
- In early December, Mobile Diagnostics was awarded a three-year term of accreditation in mammography as the result of a review by the American College of Radiology (ACR).
- A mass community mailer was sent to 50,000 homes in Hamilton County bringing exposure and awareness to the program
- Over 400 corporate and community outreach letters were mailed generating new partnerships for 2014
- All of the public/community listings is featured on Cincinnati.com and printed in the Cincinnati Enquirer. A picture of the UC Health Mobile van was featured in the print copy of the Cincinnati Enquirer on 1/2/14.

State of the Art Imaging Technology



3D Mammography also known as Breast Tomosynthesis, allows the radiologist to look at breast tissue like never before. This promising new technology is FDA approved and is proving to be superior to 2D mammography. The exam takes the traditional 2 view mammogram and then an additional 15 images are taken over a 15 degree arc. The images are then reconstructed into 1mm slices that the radiologist can scroll through. Increasing both specificity and sensitivity, studies have shown a decrease in callback rates and an increase in cancer detection. The exam has the same radiation exposure as traditional film-screen mammography and is within the FDA limits for dosage.

Photo of mobile exam room and Hologic Selenia Dimensions 3D Mammography Unit.

Goals for 2014: Where Are We Going?

- Continuous growth in the program consisting of offering additional wellness services and increased screenings compared to 2013
- Continuing to establish and brand the UC Health Mobile Diagnostics program therefore distinguishing it from other vendors in the area
- Customized welcome packets sent to all clients allowing for a smooth, stress free event.
- Investigation of licensure in Kentucky
- Completion of Mobile Diagnostics Webpage to create a worldwide presence
- Implementation of patient satisfaction and client satisfaction surveys to evaluate the effectiveness of the services provided
- Incorporation of Breast Health education for all mammography van bookings or as requested
- Presence at the new Downtown UC Primary Care Site open house and representation on the planning committee for the UC Health Women's Conference
- Exploring grant initiatives that will allow for screenings and/or services for more women in the community that may not have access to healthcare
- Partnering with Community Relations and Marketing to stay abreast of events that are happening in the community
- Building an electronic database to assist with statistical data and enhanced record keeping

