

AUGUST/SEPTEMBER 2015



EARNESTINE EVANS
ELAINE MCCREAGH

8 **We're all
UC Health**

ALSO INSIDE

- 3 **Boxing Gloves vs. Cancer**
- 5 **Co-Pay Program Success**



7

Neuroscience Campaign Launched Fundraising underway for new outpatient facility

Championship tennis wasn't the only excitement at the Western and Southern Open this month. UC Health and University of Cincinnati leaders gathered at the Mason, Ohio, tournament venue to launch a \$54.6 million fundraising campaign for the UC Neuroscience Institute.

Funds raised will support a new outpatient facility for people with neurologic and psychiatric diseases, as well as research programs (new and existing), recruitment, new training fellowships and community-wide initiatives.

The new outpatient facility will be located at 223 Piedmont Ave., the current site of Piedmont Mews apartments. The building will be designed around a holistic and integrated patient-care model and will help expand services, enhance coordination of clinical care, seamlessly incorporate clinical research and innovative treatments and include supportive services such as rehabilitation therapies and integrative medicine.

"We envision a new hub for the UC Neuroscience Institute that will provide leading-edge, comprehensive care in a

single location," says Joseph Broderick, MD, director of the UC Neuroscience



Broderick

Institute and professor in the UC College of Medicine's Department of Neurology and Rehabilitation Medicine.

The design and infrastructure, Broderick says, will enhance our processes to more efficiently integrate research and education with clinical care. The facility will have space for educational workshops and seminars to benefit the entire community.

"The funds raised in this campaign will support the three pillars of academic medicine—patient care, research and education—and will make a real difference in the lives of people today and far into the future," says Richard Lofgren, MD, president and CEO of UC Health. "The challenge of treating complex neurological diseases requires multidisciplinary teams working together, side by side, to find ways to prevent suffering and find cures." ●

The building will be designed around a holistic and integrated patient-care model and will help expand services, enhance coordination of clinical care, seamlessly incorporate clinical research and innovative treatments

Those interested in making a donation to the UC Neuroscience Institute should contact its Office of Advancement at 513-558-6903.



Conceptual rendering of the UC Neuroscience Institute outpatient facility. UC Health will soon select an architect for the project.

Making a Difference in Our Community

COLLEAGUES,
For nearly 200 years, UC Health has worked to provide every person in our community access to the help they



Richard P. Lofgren

need in times of sickness or hardship. It's our organization's strong commitment to community that connects us so closely to United Way of Greater Cincinnati.

I ask that you pledge your support to United Way and its Bold Goals for our region through the 2015 UC Health United Way Campaign.

Together, we can help United Way achieve specific, measurable results in the areas of education, income and health. Our giving:

- helps to prepare children, youth and young adults for success in school and life;
- ensures that individuals and families achieve financial stability; and
- helps individuals to live quality lives and achieve good health and independence.

This year's campaign kicked off Monday, Aug. 31, and runs through Friday, Sept. 25. We are once again offering a PTO cash-in option for donating. A minimum donation of four

Together, we can help United Way achieve specific, measurable results in the areas of education, income and health.

hours (in full hourly increments) is required for this donation option.

Thank you in advance for supporting UC Health's United Way Campaign.

RICHARD P. LOFGREN, MD, MPH, FACP
President and Chief Executive Officer
UC Health

UNITED WAY DEVELOPED A SET OF 'BOLD GOALS' TO GUIDE ITS OVERALL EFFORTS.

THE BOLD GOALS LAUNCHED IN 2011

| | | |
|---|---|---|
| <p>EDUCATION</p>  <p>Preparing children, youth & young adults to succeed in school and life</p> | <p>INCOME</p>  <p>Ensuring individuals and families achieve financial stability</p> | <p>HEALTH</p>  <p>Helping individuals live quality lives & achieve maximum health and independence</p> |
|---|---|---|

United Way of Greater Cincinnati serves 10 counties in Ohio, Kentucky and Indiana with a population of roughly 1.8 million people. Counties include:

- Hamilton, Brown and Clermont counties and the Middletown/ Monroe/ Trenton areas in Butler County in Ohio
- Boone, Campbell, Grant, and Kenton counties in Northern Kentucky
- Dearborn and Ohio counties in Southeast Indiana

Connected

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

Editor
Dama Ewbank

Contributors
Katie Pence
Melissa Seekely
Caitlin Whitehurst

Photography
UC Academic Health
Center Communications
Services

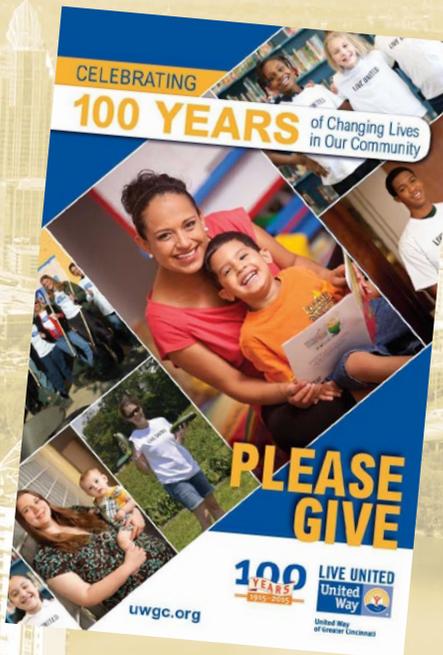
Copyright 2015
Volume 7, Issue 8/9

TO PLEDGE ONLINE:

UC Health:
uhealth.uwgc.stratuslive.com

UC Physicians:
ucphysicians.uwgc.stratuslive.com

Use your email and employee ID number to login



Patient Overcomes, Inspires Others to Fight

Pancreatic cancer was not going to stop Lisa Rice

Lisa Rice, 52, says a constant upset stomach sent her to the hospital in 2011.

"I couldn't eat anything without experiencing diarrhea," she says, adding that after seeing her physician, a scan was ordered. "They said my pancreas was enlarged, but they couldn't determine the cause, so they sent me to UC Health for further tests."

Syed Ahmad, MD, UC Health surgical oncologist, professor in the Depart-



Ahmad

ment of Surgery at the UC College of Medicine, and member of the University of Cincinnati Cancer Institute, was able to determine that Rice's enlarged pancreas

was in fact pancreatic cancer. Her faith, however, could not be shaken.

"I knew God had this one," she says. "I told my family that if they were going to cry and be sad, I couldn't have them around me. I was keeping the faith. I had a strong support team by side—my sister went to every doctor and chemo appointment with me, and my wonderful brother-in-law drove me anywhere I wanted to go; my daughter and grandkids, along with my church

family, prayed for me day and night. We all had on our boxing gloves."

With the cancer located in the proximity of important blood vessels, it was determined that surgery was not an option, and Rice began to see Olugbenga Olowokure, MD, UC Health



Olowokure

gastrointestinal oncologist and assistant professor in the UC Division of Hematology Oncology, Department of Internal Medicine. He put her on an individualized chemotherapy and radiotherapy treatment regimen in the beginning of 2012.

"I didn't get sick at all, thank God," she says. "I watched TV and played games during my treatment. I felt completely fine."

Now, Rice's cancer is completely gone, and she says she has God and her team at the UC Cancer Institute to thank for it.

"I'm able to work as a clerk for the IRS office and exercise," she says. "I even volunteer at Great American Ball Park and at my church, Lee Chapel AME."

She adds that with the rest of her family being out of town, she's able to travel to visit them and even took a trip to the Bahamas with her friends in June.

"I'm so thankful for my care team," she says. "I absolutely love them all. They are blessings from God.

"And for those who get the same scary diagnosis as I did, keep those boxing gloves on, and fight." ●

>> **APPOINTMENTS & REFERRALS**

To schedule an appointment with the UC Cancer Institute, call 513-584-8500.

Now, Rice's cancer is completely gone, and she says she has God and her team at the UC Cancer Institute to thank for it.

"I'm so thankful for my care team. I absolutely love them all. They are blessings from God."

Lisa Rice
UC Health patient

Rice while on her trip to the Bahamas this June



Just Say Co-Pay Program a Success

Collection of co-payments improved

UC Health ambulatory sites (more than 60 in nearly 30 locations across Ohio, Indiana and Kentucky) see patients with a variety of insurance plans that come with a variety of co-payments, making co-pay collection a tricky business. In fact, an internal analysis showed that co-pays were being collected only 54 percent of the time.

“Co-pays represent 20 percent of the total payment for services rendered by a physician in the ambulatory setting,” says John Gaskey, executive director of

business affairs and administration for neurology and rehabilitation medicine. “As more of the allowable insurance payment is pushed to the consumer, it’s imperative that registration staff are equipped to accurately collect and keep the experience a positive one for our customers.”

In January, a Quality Improvement Collaborative (QIC) team was formed and tasked with implementing a plan to improve timely co-pay collection, while also ensuring a positive experience for patients.

In just six months, ambulatory locations have seen co-pay collection efficiency climb 25 percent.



UC Bearcat piggybanks were given to some sites in the Just Say Co-Pay program as a reminder about the initiative.

The team interviewed registration staff and management from a variety of locations and studied performance data, learning quickly that there was great variation among registration sites, specifically, in co-pay collection performance and training of staff members. In fact, at some sites, co-pay collection efficiency was under 20 percent.

The QIC team quickly set in motion a number of interventions to improve co-pay collection, including standardized education for registration staff, reporting tools for managers so that they could evaluate staff effectiveness and identify where to focus for improvement, and a monthly competition to reward registration locations that were most improved and exceeded their goal.

In just six months, ambulatory locations have seen co-pay collection efficiency climb 25 percent.

“This project is a great example of how, working together, our clinic management and staff can accomplish anything,” says Lori Mackey, chief operating officer of University of Cincinnati Physicians. “In the spirit of improvement, the project team developed a policy, descended on the clinics to implement robust training and worked as a team to better communicate with our patients.” ●



1ST ROW, LEFT TO RIGHT: Leslie McDermott, EDBA, radiology; Bridie Orr, Clinical Operations Manager, internal medicine; John Gaskey, EDBA, neurology
2ND ROW, LEFT TO RIGHT: Marcela Gonzalez, Clinical Operations Manager, orthopaedics and sports medicine and Just Say Co-Pay contest winner; Heather Nofziger, Clinical Operations Manager, dermatology; Michelle Sumpter, Registration Manager, UC Physicians
3RD ROW, LEFT TO RIGHT: Connie Foster, Clinical Operations Director, otolaryngology; Amy Shaub, Director of Revenue Cycle; Lori Mackey, COO, UC Physicians
4TH ROW, LEFT TO RIGHT: Sara Deem, EDBA, dermatology; Adam Momper, Business Administrator; Missy Knost, Assistant Director Clinical Operations, UC Physicians
5TH ROW: Ian Smith, EDBA, orthopaedics and otolaryngology

PURSUING PERFORMANCE EXCELLENCE

Problems Will Come. Let's ID Them and Find Solutions.

AS WE TRANSITION INTO the new fiscal year, I'm going to break from my normal mode of talking about the enterprise goals and talk about problems. We are always, always, always going to have problems. As an organization, we need to be experts at solving problems. I want to share our current system and encourage everyone to do two things.

OUR CURRENT SYSTEM

Currently, when we have a problem we encourage people to complete an incident report. We get about 1,000 incident reports a month. Here is what happens next.

DAILY:

As soon as an incident is reported, it is routed to the manager of the location where it happened or the functional owner of the process, sometimes both. For example a medication error might go to the nursing unit manager and the pharmacy manager. Several people are watching the incidents. If something is "cringe-worthy," they will immediately contact people directly involved and move to get a "Swarm" scheduled. In some cases, they may instead push this to a Morbidity and Mortality review. Either way, the result is that the people directly involved review the incident. Managers and directors are included in this process.

To report an incident:

Click on the 'Enter an Incident Report' button on the UC Health SharePoint homepage.

WEEKLY:

A group of about 15 people from all across the system review every incident from the previous week. They are scanning the list to make sure we didn't miss something, and to look for patterns. This group usually "tags" about 10 percent of the incidents for more detailed follow up. Follow-up may take the form of an email, a call or something to make sure someone knowledgeable has looked at and responded to the incident.

MONTHLY:

The most significant incidents—and trends—are reviewed by the most senior executives in UC Health and also the UC Health Board. They ask hard questions about why things happened and how we are improving the system.

ANNUALLY:

The incidents are analyzed for patterns and trends.



Norton

>> **News Or Ideas?**
Have performance improvement ideas or news to share?
Contact Norton at jeff.norton@uchealth.com.

WHAT EVERYONE SHOULD DO

Now, if you have been following the math, there are about 1,000 incidents a month. Ten are very serious and get detailed follow-up, 100 are "tagged" and get follow-up, that leaves about 900 to be handled by local managers and directors, which leads me to the two things everyone should do:

REPORT IT.

If you see or experience anything that is not right, please fill out an incident report. Don't worry about how large or small the event. We need to know about it to fix it.

OWN IT.

For managers and directors, when an incident occurs in your area, make sure you own bringing it to closure. It will take talking with the people directly involved to really understand WHY the incident occurred.



As an organization, we need to be experts at solving problems.

Thanks to all of you, our incident reporting and response system is working very well. We want it to be even better because we know we will always have problems and we want to be excellent problem solvers.

Thank you for all you do. Be well,

Jeff Norton

Vice President and Chief Performance Officer

in brief

Walker to Lead UC Health Ambulatory Services

Nita Walker, MD, has been named senior vice president for ambulatory services at UC Health, effective Sept. 1, 2015. In this role, she will lead and manage UC Health's network of outpatient locations throughout



Walker

Greater Cincinnati.

Walker, an associate professor of medicine at the University of Cincinnati, has served as vice president of primary care at UC Health since 2012. She received her medical degree from the Medical College of Georgia and completed her internship and residencies at UC Medical Center. She is board-certified in internal medicine and serves as a preceptor for internal medicine residents. Walker has served on the boards of the Cincinnati Health Collaborative, the YWCA of Greater Cincinnati and Planned Parenthood of Southwest Ohio.

Larkin Named Scientific Co-chair of Even the Score Coalition

Lisa Larkin, MD, director of UC Health Women's Center, has been named scientific co-chair of the Even the Score Coalition, an advocacy group of more than two dozen women's health, rights and research



Larkin

organizations working to elevate the voice of American women and couples seeking a more level playing field for the treatment of hypoactive sexual desire disorder (HSDD). Larkin, who is board-certified in internal medicine and a faculty member in the UC College of Medicine's obstetrics and gynecology department, offered testimony at the June 4 Food and Drug Administration's Advisory Committee meeting on the new drug application for flibanserin, a non-hormonal tablet proposed for the treatment of HSDD. Flibanserin was approved for use on Aug. 18.

Daniel Drake Center Earns Deficiency-Free Ranking



The Daniel Drake Center for Post-Acute Care was recognized for the first time as one of the only 10 facilities in Ohio to earn a deficiency-free ranking by the Ohio Department of Health (ODH).

The ranking is given for maintaining strict compliance with federal and state guidelines for health and life safety requirements. It came following a week-long survey in early July that involved a team of professional reviewers inspecting nursing care and services, environmental standards, dietary services, records, administration and every other aspect involved in providing care and housing to those patients undergoing various levels of recovery following medically complex procedures and experiences.

In 2013, Bridgeway Pointe, a division of the Daniel Drake Center, was one of only 20 facilities statewide to be recognized by the Ohio Centers for Assisted Living for a deficiency-free ODH survey.

WOMEN'S HEALTH SERVICES IN A DIFFERENT WORLD

Women's Health Services at University of Cincinnati Medical Center this summer welcomed four nurse leaders from China. Jie Xiang, MSN, RN, obstetrics manager; Hong Zheng, MSN, RN, director of pediatrics; Derong Long, BSN, RN, gynecology manager; and Jing Zhao, BSN, RN, emergency room assistant manager, traveled from the West China Second University Hospital of Sichuan University (WCSUH-SCU), to job shadow and learn about maternity and newborn practices in the United States.

Julie Bell, Women's Health Services manager, and Ruby Crawford-Hemphill, assistant chief nursing officer, will travel to WCSUH-SCU next month.



The visiting Chinese nurses got an inside look at the patient-centered care model carried out by UC Medical Center providers, observing labor and delivery, mother and baby, antepartum, gynecology, neonatal intensive care, emergency and ambulatory services. Above, unit team leaders hosted a farewell gathering Aug. 12.

Nominations Open for Manager and Associate of the Year Awards

Associates and managers who have shown enthusiastic initiative, outstanding performance, or who have made a significant contribution leading to improvement at UC Health are eligible to be nominated for the 2015 Outstanding Associate or Outstanding Manager of the Year awards.

All full- and part-time UC Health associates and managers who have been employed with the

health system for at least one year (consecutive) are eligible. Vice president level associates are not eligible.

Nomination forms are [available](#) on UC Health's SharePoint site and should be sent, along with supporting materials outlined in the nomination form, to OutstandingAssociate@uchealth.com. The deadline for nomination is Thursday, Oct. 1.

UC Health, Cincinnati Children's Welcome 90-ton Cyclotron

UC Health and the UC Cancer Institute are partnering with Cincinnati Children's Hospital Medical Center to open the new Cincinnati Proton Therapy Center, providing a unique form of radiotherapy for some pediatric and adult patients

with cancer. The 90-ton cyclotron—the heart of the system that produces the proton beam—was delivered to the Cincinnati Children's Liberty campus Wednesday, July 29.

Before and after installation of

the cyclotron, each of three 300-ton gantries are being installed. The gantries are the equipment that surrounds the patient and delivers the proton beam.

Treatment at the facility is anticipated to begin in 2016.



CLINICAL TRIAL SPOTLIGHT Adult Female Smokers

Medical researchers are currently enrolling adult female smokers between 18 and 75 years old in a clinical research study to evaluate an investigational medication to stop smoking. Potential participants must be smoking at least 10 cigarettes per day and be in good health.

Qualified participants in this 19-week study will receive:

- study medication
- smoking cessation counseling
- study related exams

Study participants will be compensated for time and travel.

If you or someone you know is an adult female smoker who is interested in participating in research to help stop smoking, call 513-659-9741.



SAVE THE DATE: NOVEMBER 7

UC at the Zoo

UC at the Zoo returns and this year, event-goers will get a sneak preview of the Cincinnati Zoo and Botanical Garden's Festival of Lights. Join colleagues from UC Health and the University of Cincinnati at the Zoo from 5 to 9 p.m. Saturday, Nov. 7. Tickets are just \$5 per

person (children under 2 are free) and include free parking and free carousel and train rides. Food and

soft drink purchases are discounted at 10 percent, and retail purchases will be offered at 20 percent off. Avoid the lines and buy your tickets now at uc.edu/zoo and select the Get Tickets button. Once in the "eStore," enter UCZOO. Because this is a private event, Zoo memberships cannot be used for entry. Ticket prices increase to \$7 after Nov. 3. UC at the Zoo is sponsored by UC Health and the University of Cincinnati. ●



We're all UC Health

Earnestine Evans and Elaine McCreagh

Family and Patient Liaisons
UC Health Center for Women's Cancer

WHEN TIMES ARE TOUGH, sometimes a listening ear and a hug make all of the difference in the world.

That's the credo of Elaine McCreagh and Earnestine Evans, patient and family liaisons for the newly opened Center for Women's Cancer, located on the third floor of the UC Health Barrett Cancer Center.

"The most important thing in our jobs are our patients and their families, and we want to do everything we can to ease their tension and give them a positive experience," says Evans, who has been with UC Health for seven and a half years and has previously worked in the emergency department at UC Medical Center and the second floor of the Barrett Center. "We love to see our patients smile."

"I'm a talker," adds McCreagh, who has been a UC Health employee since 2002 and worked in the surgical ICU and in gynecologic oncology with Eric Eisenhauer, MD, prior to coming to the Center for Women's Cancer.

"Sometimes, when patients are nervous, I just talk to them. I ask them about their weekend plans, their families, their recent meals or even about where they got their purse—anything to set them at ease and get their mind off of things.

"We just want to make them feel good."

McCreagh and Evans are in charge of greeting patients, checking them in for their appointments and just truly meeting any needs that arise.

"We regularly find rides for patients, and we help them with wayfinding," Evans says. "We want to make sure they're getting to the right place without stress."

When these ladies aren't doling out hugs and encouraging women who are living with cancer and patients' families, they have a number of hobbies to keep them busy.

"I like to travel and spend time with my family," says Evans, adding that she recently took a trip to Germany and Paris. "I'm also in school at UC. I'm studying to get my business management degree."

McCreagh says she likes to spend her free time fishing or visiting casinos with her friend.

"The most I ever won at a casino was \$5,000 at a penny slot in Detroit," she says. ●

*"The most important thing in our jobs are **OUR PATIENTS AND THEIR FAMILIES**, and we want to **DO EVERYTHING WE CAN TO ease their tension and GIVE THEM A POSITIVE EXPERIENCE.**"*

Elaine McCreagh (left)
Earnestine Evans (right)



uhealth.com

Inpatient and outpatient services available in the following communities:

- OHIO**
- ADAMS COUNTY
- ANDERSON
- CLIFTON
- DOWNTOWN
- HARTWELL
- KENWOOD
- KETTERING
- LIMA
- MASON
- MIDTOWN
- MILFORD
- MONTGOMERY
- MT. AUBURN
- TRENTON
- TRI-COUNTY
- WEST CHESTER
- WESTERN HILLS
- WHITE OAK
- WILMINGTON
- WYOMING
- KENTUCKY**
- FLORENCE
- LEXINGTON
- MAYSVILLE
- INDIANA**
- AURORA
- BATESVILLE
- GREENSBURG
- MADISON
- NORTH VERNON
- RUSHVILLE