

FEBRUARY 2014



MANDY PACK

8 We're all UC Health

ALSO INSIDE

3 Seasonal Health

5 Cardiac Team Means Survival



4

UC Health Implements Enhanced UV Cleaning Technology

UC Health has implemented an advanced level of infection prevention using ultraviolet (UV) light.

The technology, known as the Syndicate UV Light Room, is being applied at University of Cincinnati Medical Center, West Chester Hospital and Daniel Drake Center for Post-Acute Care.

UC Medical Center is using the system in its Bone Marrow Transplant Center, Critical Care Pavilion, surgery suites and contact isolation rooms. West Chester Hospital is using it in select operating rooms and patient rooms.

"By using the Syndicate after regular discharge sanitation and disinfection, we're able to significantly reduce the number of hospital-acquired infections like MRSA, VRE and C. diff.," says Dave Johnson, senior director of environmental services at UC Medical Center.

Methicillin-resistant staphylococcus aureus (MRSA) is a bacterium resistant to standard antibiotics. Vancomycin-resistant enterococci (VRE) are a group of bacteria resistant to the vancomycin

antibiotic. Clostridium difficile (C. diff.) is a bacterium that causes diarrhea.

"The development pipeline for new antibiotic agents is decreasing," states Linda Jamison, MSN, RN, infection preventionist at West Chester Hospital. "We are looking for other methods to protect our patients from the potential for infection by minimizing exposure to infectious organisms such as bacteria, viruses and spores."

It takes about 45 minutes to clean a room with the UV technology, depending on its size.

Upon completion of staff training, UC Medical Center, West Chester Hospital and Daniel Drake Center will use the system in other areas at their sites. ●



The Syndicate UV Light Room cleaning system is prepared for use at UC Medical Center.

HOW UV CLEANING WORKS

Despite subjection to strict adherence to thorough cleaning protocols, organisms can be resistant to institutional cleaning agents. UV light is germicidal, deactivating the DNA of organisms. The Syndicate UV system is able to kill bacteria, pathogens and multi-drug resistant organisms that can survive in a hospital environment for up to two months.

The UV cleaning cycle is activated remotely with a wireless controller. The equipment utilizes sensors to gauge specifications suited for a particular room. It then sends messages back to the controller, notifying the operator of its stage in the cycle.



Syndicate UV cleaning system during operation

Strengthening UC Health Through Strategic Planning

COLLEAGUES,
When UC Health launched Plan 2017 in October 2012, we established 20 initiatives to help us achieve our vision



for the system over the next five years.

So far, we've accomplished several of them, but we've also created additional opportunities along the way and have renewed our focus on some existing elements to continue delivering outstanding health care.

Following are some examples of areas to remark at this point early in the second year of Plan 2017.

Improving the Patient Experience

We all know our clinical care is unparalleled, but these days, the patient experience matters more than ever. With higher deductibles and more health care options, patients are becoming increasingly discerning "shoppers." Consequently, patient

satisfaction is an essential part of providing quality care, and that's why we want to improve the experiences of our patients and their families at all service sites.

Preparing for Health Care Reform

We've all heard about health care reform, but what exactly does it mean for UC Health? In 2014, we are beginning to shift our attention from the number of patients we see to the quality of service we provide, noting that quality takes into account the patient experience.

We will also enhance operations and better integrate patient care to adapt to the changing environment and requirements of health care reform, which will ensure better outcomes for our patients and community.

Establishing a Clearer Five-Year Vision

With Plan 2017, we were able to create a five-year vision for UC Health, but now, we are reviewing those initiatives to create an even clearer strategy. Throughout this year, we will update Plan 2017 to incorporate current initiatives and better align the entire academic health system within the context of our key strategies, which include:

- **Increasing quality** while being highly efficient.
- Becoming a **regional referral network** for complex medical issues and a premier provider of advanced specialty care.
- Building an **ambulatory care program throughout Greater Cincinnati** to extend the presence of UC Health—including our talented specialists and primary care providers.

By continuing to align UC Health with the University of Cincinnati College of Medicine, we will become an increasingly integrated and distinguished academic health system, allowing more patients greater access to world-class care from some of the best and brightest minds.

Please join me in these efforts. We have made great strides and will continue to make even greater ones in 2014.

STEPHEN STRAKOWSKI, MD
Senior Vice President of Strategic Planning and Business Development,
UC Health

Chair, Department of Psychiatry and Behavioral Neuroscience,
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 @uchealth.com.

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Good Health Practices Help Prevent Seasonal Illness

Tips for staying healthy through the remaining weeks of winter

Flu has hit the Tristate, and flu season can continue into early spring, but the flu virus or other common winter-time illnesses don't have to keep you or your family home sick if you use a little common sense and an ounce of prevention, says UC Health general internal medicine and pediatrics physician Mary Duck Robertshaw, MD.

Robertshaw, also an assistant professor in the division of general internal medicine at the University of Cincinnati, recommends vaccination as the first-line of defense against the flu (influenza) and recommends a booster vaccine for adults to protect against pertussis (whooping cough).

Pertussis, a highly contagious

bacterial disease that causes uncontrollable, violent coughing, can be fatal for infants, explains Robertshaw, who suggests that expectant mothers and caregivers of newborns receive the pertussis booster to protect infants from the illness.

"Flu shots are still available and are recommended for everyone, although the young and old are at highest risk," says Robertshaw. "Anyone with lung disease such as asthma, heart disease or weakened immune systems is also at highest risk for influenza.

"When infants get pertussis it can be deadly," explains Robertshaw. "It's recommended that grandparents or other caregivers get the booster vaccine because they are taking care of babies and can pass on the illness.

"Overall, remember that the recommended vaccines keep you safe, but also keep those around you safe. Some people are too young or have complicated medical conditions that make them ineligible to get fully vaccinated."

>> **APPOINTMENTS & REFERRALS**

To make a referral or schedule an appointment at UC Health Primary Care-Red Bank, call 513-475-7370.



Mary Duck Robertshaw, MD

Protect Yourself From Seasonal Woes

Robertshaw also offers the following tips to protect against cold, flu, pertussis and other seasonal woes:

- **Wash your hands**, especially before mealtimes or if you are sick; use soap and water when available and an alcohol-based rub otherwise.
- **Avoid touching your eyes, nose and mouth** since openings in the mucous membrane allow germs into the body.
- **Avoid close contact** with people who are sick.
- **Stay home when you are sick** to keep people around you from becoming ill.
- **Keep children home** from school or daycare if they are sick; children should stay home 24 hours after a fever has subsided.
- **Make sure you get plenty of sleep**, stay active physically and stay hydrated.
- Use good hygiene at work and **clean off phones, computers and doorknobs using alcohol rubs** or disinfecting wipes.
- Make sure you **get fresh air by spending even a few minutes outdoors** during the winter months when weather conditions allow. Sunshine will help against seasonal affective disorder.

*"Overall, remember that the **RECOMMENDED VACCINES** keep **YOU SAFE**, but also keep those **around you SAFE**."*

Mary Duck Robertshaw, MD,
UC Health General Internal
Medicine and Pediatrics

Telestroke Speeds Treatment

Program based at UC Medical Center serves broader community

In mid-November, James Hartman's wife, Linda, noticed an uncharacteristic slowness of speech in the 78-year-old Wilmington, Ohio, resident. At the same time, Hartman began feeling dizzy. Linda knew just what to do: get him to the emergency room at Clinton Memorial Hospital, a mile away from their home.

Fortunately for the Hartmans, Clinton Memorial Hospital is a partner of the Telestroke Program at University of Cincinnati Medical Center. Begun in 2012 by the UC Neuroscience Institute, the program brings the expertise of the UC Stroke Team to partner hospitals in Greater Cincinnati through telestroke, the use of telemedicine specifically for stroke care.

Shortly after arriving at the emergency room at Clinton Memorial, about 50 miles from UC Medical Center, Hartman was examined via telestroke

by Blake Smith, MD, a vascular neurology fellow in the UC Department of Neurology and Rehabilitation Medicine and member of the UC Stroke Team. Through a telestroke robot, which includes two-way video and audio capability, Smith was able to receive Hartman's medical data and interact with him.

Smith determined that Hartman had suffered an acute ischemic stroke, characterized by an obstruction to the brain's blood flow—typically a clot. He instructed the staff at Clinton Memorial to administer the clot-busting drug tissue plasminogen activator (tPA).

"In about 45 minutes I had recovered from the stroke and all functions were working properly," Hartman said. "They transported me to UC Medical Center via Clinton Medical Transport." "When I arrived at UCMC, I received the very best care and they proceeded with more testing. They discovered a 90 percent blockage in my left carotid artery and a 75 percent blockage in my right one."

A few days later, on Nov. 25, Hartman underwent surgery at UC Medical Center by Andrew Ringer, MD, a UC



Ringer

professor of neurosurgery and radiology, UC Neuroscience Institute member and Mayfield Clinic neurosurgeon, to clear the left artery. Hartman was home

in time for Thanksgiving, with similar surgery on the right artery likely for early in 2014.

Smith said time was a critical factor in Hartman's treatment and noted that quicker treatment times have been shown to have better outcomes in stroke cases.

"Mr. Hartman got to the hospital quickly, to the credit of him and his family, and the emergency department doctors recognized stroke symptoms promptly. Once there, he was treated with minimal delay as he was assessed by telestroke versus delaying treatment time by transfer." ●

TELESTROKE: the use of telemedicine specifically for stroke care



Opeolu Adeoye, MD (above, standing), directs the Telestroke Program at UC Medical Center.

In July 2013, UC Medical Center was certified by The Joint Commission as an **Advanced Comprehensive Stroke Center**, a new level of certification reserved for institutions with specific abilities to receive and treat the most complex stroke cases.

NATIONAL TELEHEALTH CONFERENCE: Transforming Health Care Delivery and Academic Curriculum

An event—with six specialized tracks each day—aimed at providing telehealth experiential learning for health care providers, administrators and faculty. Speakers include UC Academic Health Center faculty, UC Health clinicians and administrators, as well as outside experts.

March 20 and 21, 2014

University of Cincinnati College of Nursing

Registration is \$150 (\$125 for UC Health and UC employees) and includes breakfast, lunch, break refreshments and a March 20 evening reception.

>>AGENDA AND REGISTRATION at nationaltelehealthconference.com.



HOW WE MAKE A DIFFERENCE

Heart Attack Patient Gets New Lease on Life

Recovery a cause for celebration this 'Heart Month'

Donald Whittington believed he was having a seizure. There was pain in his chest, and he thought lying on the floor would help the episode pass.

Instead it got worse, and his armpits started hurting. A friend realized that Whittington, a 40-year-old Cincinnati resident, was having a heart attack and promptly called 9-1-1.

"They told me if I hadn't come in I wouldn't have made it," says Whittington, who was brought by paramedics to University of Cincinnati Medical Center on New Year's Eve.

When he arrived in the emergency room, Whittington went into cardiac arrest and underwent prolonged cardiopulmonary resuscitation for more than 45 minutes.

"He received electrical shocks to the heart more than 25 times for a life-threatening irregularity of the heart rhythm known as ventricular fibrillation," says Imran Arif, MD, a UC Health cardiologist and associate professor at UC. Arif is also a member of the UC Heart, Lung and Vascular Institute.

"If not for aggressive CPR, clot-busting medication and rapid availability of an experienced heart catheterization team, he probably wouldn't be alive," says Arif. "He was the luckiest man standing on January 1, 2014. This is

The CDC warns that there are five major symptoms for a heart attack:

- **Pain or discomfort in the jaw, neck or back.**
- **Feeling weak, light-headed or faint.**
- **Chest pain or discomfort.**
- **Pain or discomfort in the arms or shoulder.**
- **Shortness of breath.**

If you think you or someone you know is having a heart attack, call 9-1-1 immediately.



"If not for aggressive CPR, clot-busting medication and rapid availability of an experienced heart catheterization team, [Donald Whittington] probably wouldn't be alive."

Imran Arif, MD, UC Health cardiologist

why we take pride in the heart attack program we have at UC Medical Center."

The emergency department team under Donald Locasto, MD, administered a clot-busting medication, and Whittington stabilized briefly before an electrocardiogram showed he was having a major heart attack.

"At that point, the interventional cardiology team was involved and the cardiac catheterization lab was activated," says Arif. "We took him from the ER to the catheterization lab room and did an emergency cardiac catheterization and angioplasty stent procedure coming from the wrist artery."

"Physicians, nurses and technicians have been trained and specialized programs of heart attack care have been established at UC Medical Center for people in our community, people just like Mr. Whittington," said Richard Becker, MD, chief of the division of cardiovascular health and disease, physician-in-chief of the UC Heart, Lung

and Vascular Institute and Mabel Stearns Stonehill Endowed Chair and professor at the University of Cincinnati.

Recently, UC Medical Center was given the NCDR ACTION Registry-GWTG Platinum Performance Award by the American College of Cardiology (ACC) Foundation for its commitment to improving care for heart attack patients.

"We have worked very hard on bringing our heart attack program at UC Medical Center to the highest standards, as evidenced by our award from the ACC Foundation. This will reflect on better patient outcomes as we see in this case," says Tarek Helmy, MD, professor of cardiology, and the medical director of the cardiac catheterization laboratory at UC Medical Center.

Whittington's recovery is a belated birthday present of sorts. He turned 40 the day before his heart attack, and says, "It's a new life and one that I look forward to making the best of."



Becker



Helmy



Locasto

Donald Whittington is one of **715,000 Americans who suffer a heart attack annually**, according to the U.S. Centers for Disease Control and Prevention (CDC). Whittington is a survivor and cause for celebration in February, which is designated American Heart Month.

in brief

Barrett Selected to Lead as Director of UC Cancer Institute

William Barrett, MD, has been named director of the University of Cincinnati Cancer Institute. Barrett currently serves as chair of the



Barrett

department of radiation oncology, medical director for UC Health's Barrett Center and as associate director for education and community outreach with the UC Cancer Institute, and will continue in those roles as well as his involvement with the Cincinnati Cancer Center.

A 1987 graduate of the UC College of Medicine, Barrett completed a general surgery internship and residency training at University Hospital, now UC Medical Center, from 1988 to 1991. He completed a fellowship in brachytherapy at Memorial Sloan-Kettering Cancer Center, New York, in 1992 and then returned to UC as an assistant professor in the department of radiology.

Over the years, Barrett has held a number of UC faculty appointments within radiology, as well as the department of otolaryngology-head and neck surgery.

In 2009, under Barrett's leadership, the radiation oncology division of radiology was formed into a department. In addition to his current role as radiation oncology chair, he is a professor, teaching a number of clinical rotations and serving as a student advisor. He also delivers numerous talks to the UC and external communities about risks and advancements in cancer care.

Nationally, Barrett is an American Cancer Society Liaison and is on the American Board of Radiation Oncology Board Examination Committee for Head and Neck Cancer. He has received numerous awards for his expertise, including being named to "The Best Doctors in America" list from 2011 to 2013, as well as a Community Leadership Award from the American Cancer Society and the Distinguished Alumnus Award from UC.

Broderick Named UC Neuroscience Institute Director

Joseph Broderick, MD, has been named overall director of the University of Cincinnati Neuroscience Institute.



Broderick

Broderick, who has served as UC Neuroscience Institute research director, assumed the new position as John Tew, MD, who has served as clinical director, stepped into new roles at the College of Medicine and UC Health following 15 years of leadership.

As part of his new role, Broderick ended his 13-year tenure as Albert Barnes Voorheis Chair of Neurology and Rehabilitation Medicine on Dec. 31. Brett Kissela, MD, became chair of the department Jan. 1.

Since it began in 1998, UC Neuroscience Institute has focused on multi-disciplinary and multi-departmental care of patients with neurologic and psychiatric disorders; research to advance the understanding and treatment of these diseases; and educating patients, their families and the medical community.

Aided by community and institutional support, the institute has substantially increased its faculty and impact with nine disease-specific centers and noted programs, such as neurocritical care, spanning several of the centers.

Assisting Broderick in the leadership of the institute will be Anya Sanchez, MD, who will continue as administrative director, a position she has held for the past four years. Mario Zuccarello, MD, Frank H. Mayfield Endowed Chair for Neurological Surgery and chair of the UC Department of Neurosurgery, will lead the stakeholder's advisory group.

The administrative team will continue focusing on innovative patient-centered care of neurologic and psychiatric patients across UC Health, strengthening current centers and growing new centers and programs, and expanding the institute's research and educational missions.

UC Health Launches Heart Month 'Love' Campaign

UC Health and the University of Cincinnati Heart, Lung and Vascular Institute kicked off American Heart Month in February with a campaign focused on love and heart health. Messages like, "Love somebody. It's good for your heart," and "Give your heart a workout ... love someone," can be seen on digital signage at UC Health sites and on a billboard on Martin Luther King Drive. An associated website, uchealth.com/love, has messages about heart health, heart disease risk factors and events.

UC Cancer Institute Names Director of New Survivorship Program

Beverly (Bev) Reigle, PhD, associate professor in the University of Cincinnati College of



Reigle

Nursing, has been named director of the UC Cancer Institute's Cancer Survivorship Program.

Survivorship is a necessary component of care as rates of cancer survival continue to climb. It begins after diagnosis and continues throughout a patient's lifespan where several baselines of care are established and re-established.

Reigle, who received a master's degree from Texas Woman's University and a PhD in adult nursing from the University of Texas, Austin, and has been a nurse and faculty member at

UC for more than 20 years. She says that while plans are still forming about specifics of the survivorship program, there is a structure in place that will involve all stages of a patient's recovery.

Part of the program will place strong emphasis on communicating information with the primary care doctors about where attention is needed to identify treatment-related effects and detect cancer recurrence early.

Above all, Reigle says the program will involve research—finding the best tools to assess needs and interventions—education to patients, families, providers (doctors, nurses, physical therapists, pharmacists and others), health professions students and the community, and an interdisciplinary approach to providing patients with the care they need both during and after cancer treatment.

CLINICAL TRIAL SPOTLIGHT:

Fibromyalgia

WHAT: This is a research study to find out more about the safety and tolerability of an investigational medication. Researchers want to see

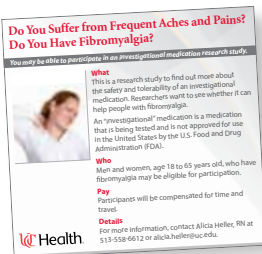
whether it can help people with fibromyalgia. An "investigational" medication is a medication that is being tested and is not approved for use in the United States by the U.S. Food and Drug Administration (FDA).

WHO: Men and women, age 18 to 65 years old, who have fibromyalgia may

be eligible for participation.

PAY: Participants will be compensated for time and travel.

DETAILS: For more information, contact Alicia Heller, RN, at 513-558-6612 or alicia.heller@uc.edu.



Register Now for Annual Life Sciences Conference March 28

Registration is now open for the 11th annual Ohio Valley Affiliates for Life Sciences conference. The event, titled "Metabolic Disease: Solving Challenges Through New Technologies and Novel Approaches," will be held Friday, March 28, in the Kingsgate Marriott Conference Hotel. Scientific posters and abstracts may be eligible for cash awards.

Registration details and additional information can be found at ovalsgroup.org, by calling 513-558-1810, or by emailing event.services@uc.edu. •

WEST CHESTER HOSPITAL EARNS HONORS



West Chester Hospital Recognized for Spine Surgery

UC Health West Chester Hospital has been named one of America's 100 Best Hospitals for Spine Surgery™ for the second year in a row (2013–14) by Healthgrades, a leading provider of information to help consumers make informed decisions about physicians and hospitals.

Healthgrades evaluated the performance of approximately 4,500 hospitals nationwide across nearly 30 of the most common conditions and procedures, basing its objective measures solely on clinical performance. In addition, Healthgrades released research conducted by Harris Interactive that underscores the impor-

tance of educating consumers on clinical outcomes. According to the research, 86 percent of patients would be more likely to choose (or not choose) a hospital based upon quality and clinical outcomes.

West Chester Hospital's other notable Healthgrades recognitions within the spine surgery service line include:

- Recipient of the Healthgrades "Spine Surgery Excellence Award™" for the second consecutive year (2013–14).
- Ranked among the top 5 percent in the nation for Spine Surgery in 2014.
- Five-Star recipient for Spinal Fusion Surgery for the second consecutive year (2013–14).

West Chester Hospital Earns Angie's List Super Service Award

West Chester Hospital has earned the service industry-coveted 2013 Angie's List Super Service Award, an honor awarded annually to only 5 percent of all the companies rated on Angie's List, the nation's leading provider of consumer reviews on local service companies. This is the second consecutive year that West Chester Hospital has received this award. Winners have met

strict eligibility requirements—which include an "A" rating in overall grade, recent grade and review period grade—and must be in good standing with Angie's List, have a fully complete profile, pass a background check and abide by Angie's List operational guidelines.



We're all UC Health

Amanda "Mandy" Pack

Administrative and Fellowship Coordinator,
UC Center for Reproductive Health

STABILITY—AND A CHANCE TO BE

part of something big and exciting—brought Amanda "Mandy" Pack to UC Health in 2011.

Serving first as a patient care representative, she then became the administrative and fellowship coordinator with the UC Center for Reproductive Health, a comprehensive patient care and research center focused on infertility.

Established in 1988, the UC Center for Reproductive Health has assisted thousands of women with successful conception and is acknowledged for having success rates that meet or exceed national averages

Pack supports the center and UC's division director of reproductive endocrinology and infertility Michael Thomas, MD, and infertility specialists Krystene DiPaola, MD, and Julie Sroga, MD. She also coordinates the placement, schedules and continuing medical education for three fellows.

"Mandy does a great job in coordinating the schedules for the reproductive endocrinology and infertility faculty and fellows,"

says Thomas. "She is also responsible for maintaining our fellowship program."

A typical day for Pack involves one-on-one and team meetings with center physicians and fellows to, as she puts it, "ensure that we are the best that we can be in reproductive endocrinology and infertility."

"Because I am a mother, I know what a joy it is to be a parent," Pack says. "Being part of a team that helps people fulfill their dream of becoming a parent is a beautiful thing."

Outside of work, Pack finds joy in art. She paints, draws, crafts and takes photos.

And her kids, Brody, 9, and Braxton, 7, keep her quite busy.

"I spend my spare time being their mommy, helping with their baseball team and making memories with my boyfriend and family." •

"Being part of a team that helps people fulfill their dream of becoming a parent is a beautiful thing."

Amanda Pack



uchealth.com

Inpatient and outpatient services available in the following communities:

OHIO

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

KENTUCKY

FLORENCE
LEXINGTON
MAYSVILLE
SOUTHGATE

INDIANA

AURORA
BATESVILLE
GREENSBURG
MADISON
NORTH VERNON
RUSHVILLE



Amanda Pack