

AUGUST 2014



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## Aggressive Treatment Offers Hope

### UC Health among few in nation to provide rare therapy

UC Health, through the University of Cincinnati Cancer Institute, remains one of only a few institutions nationally and the only institution locally to offer a rare and aggressive treatment for certain cancers.

Interleukin 2 (IL-2) treatment uses a patient's own immune system to fight cancer and is marketed as a protein therapeutic. It has been approved by the U.S. Food and Drug Administration (FDA) for the treatment of cancers, including malignant melanoma and renal cell cancer.

The treatment uses IL-2, a protein that regulates the activities of white blood cells responsible for immunity. IL-2 is part of the body's natural response to microbial infection and in discriminating between foreign and the body's own cells.

Many patients are not eligible for the treatment because it is so aggressive. But in the case of UC Health patient Julie Shelton, IL-2 was the right answer for treating her advanced melanoma.

After what Shelton thought was a benign mole was actually found to be cancerous, the UC Cancer Institute's Jeffrey Sussman, MD, a UC Health surgical oncologist and chief of the division of surgical oncology at the UC College of Medicine, performed surgery on Shelton to remove a large amount of



Julie Shelton (left) with her daughter, Maddy

tissue from her leg. She then began chemotherapy treatment but soon noticed additional new moles.

"The cancer had metastasized and spread to my lymph nodes," she says, adding that the chemotherapy treatment suppressed any signs that the cancer had spread. "I told them to do whatever they could. I had no choice; I would do anything to fight for my life."

Medical oncologists at the UC Cancer Institute had just started offering IL-2 treatment and thought this rigorous therapy might be an option for Shelton.

Six years later, Shelton is still testing negative for any signs of the melanoma's return.

Shelton says she loves her UC Cancer Institute physicians Nagla Karim, MD, PhD, the medical oncologist who now sees her for checkup appointments, and Sussman, and attributes her success in part to their expertise and quick, efficient treatment.

"I never gave up hope, and I never—and still don't—let cancer define who I am," she says. ●

**>> APPOINTMENTS & REFERRALS**

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



Sussman



Karim

## Differentiation of Brand Is the Aim of 'Reunion' Campaign

COLLEAGUES,

Last month UC Health launched a new marketing campaign titled "Reunion," which reunites patients with their UC



Health caregivers through an unexpected and surprise reunion. To further define and differentiate our brand as the premier provider of advanced specialty services in the Tristate, we focus on patients who had very complex medical problems that were solved by UC Health.

You may have already seen Reunion billboards, print ads and television commercials. We have also created a campaign website at [uhealth.com/reunion](http://uhealth.com/reunion) where the public can view reunion stories. We are also actively promoting the campaign through

several social media channels such as Facebook, Twitter and YouTube. The campaign runs through Labor Day.

Our campaign objective is to differentiate ourselves further in this market as the premier provider of advanced specialty services and reinforce the message that no matter how sick a person in our community might be, he or she can get outstanding care right here in Cincinnati at the region's only academic medical center.

The goal is to ensure patients who need advanced specialty care stay in Cincinnati and get that care at UC Health as opposed to an academic medical center in some other part of the country or at another Cincinnati-based health system that does not have the same level of expertise as we do.

Our marketing strategy is to draw clear distinctions between our health system and the community-based

health systems and hospitals in Cincinnati that are not backed by the strength of a top public research university, while further educating the public that we are uniquely qualified to care for the sickest of the sick.

Measures of success will be:

- Growth in market share.
- Increase in referrals from outlying hospitals for tertiary care.
- Decrease in outmigration from this market for specialty services.

Through the campaign, we tell people to "reunite with the things that matter the most in your life." Through the specialized care available only at UC Health, we empower our patients to do just that.

Sincerely,

**TONY CONDIA**  
Vice President,  
Chief Marketing Officer

### Connected

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

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### UC HEALTH MISSION

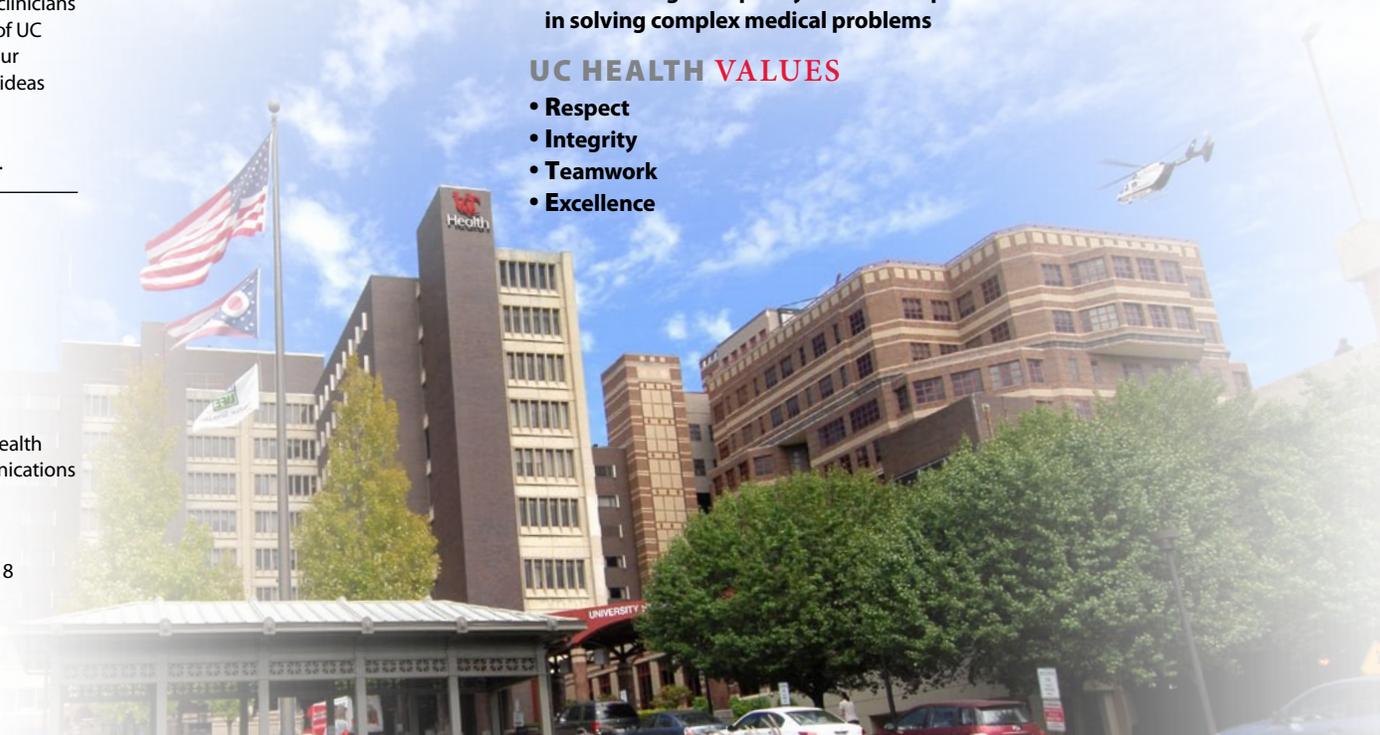
- Provide life changing, patient-centered medical care
- Drive innovation through groundbreaking research
- Educate and inspire the next generation of health care professionals

### UC HEALTH VISION

- To be the region's quality health care partner and a national leader in solving complex medical problems

### UC HEALTH VALUES

- Respect
- Integrity
- Teamwork
- Excellence



# Success Rates Fuel New Program

## Financial burden of fertility treatments eased for qualifying patients

The physicians and staff at the UC Health Center for Reproductive Health understand that the cost of infertility treatment, such as in vitro fertilization (IVF), can be expensive and sometimes overwhelming. For this reason, the practice is now offering a new program called “Fertility Preferred” where qualifying patients pay for the cost of one round of IVF treatment and, if a second round is necessary, it’s provided at no charge.

“Our confidence level in helping our patients conceive on the first attempt is so high that we are willing to waive the cost of a second round,” says the center’s medical director Krystene DiPaola, MD.

This confidence, DiPaola says, stems from the center’s 2013 move to the UC Health Physicians Office South in West Chester, where the practice invested in a state-of-the-art air filtration system that closely models the environment inside a mother’s womb.

Since the system’s installation, the center’s success rates have more than doubled and far exceed the state and national averages.

“It’s essentially a system that no one else in the region has ... we purify the air down to parts per billion, which gets rid of viruses, bacteria and any kind of pollutant and it’s that ultra-clean air that improves our success rates,” says DiPaola.

The UC Health Center for Reproductive Health is the only comprehensive patient care and research center focused on infertility in the Greater Cincinnati area. Established in 1988, it has assisted thousands of women with successful conception.

“It’s essentially a system that no one else in the region has ... we purify the air down to parts per billion, which gets rid of viruses, bacteria and any kind of pollutant and it’s that ultra-clean air that improves our success rates.”

Krystene DiPaola, MD, medical director,  
UC Health Center for Reproductive Health

### \$50 Consultations Offered

Some UC Health Center for Reproductive Health patients may be eligible for a \$50 consultation (up to a \$300 value), which may be covered by insurance. Some exclusions may apply.

Because the infertility team here—including reproductive endocrinologists Michael Thomas, MD, Julie Sroga, MD, and DiPaola—are also faculty members at the University of Cincinnati College of Medicine, they are backed by the latest in discovery-driven care and cutting-edge diagnostic testing. ●

### >> APPOINTMENTS & REFERRALS

To make a referral or schedule an appointment with the UC Health Center for Reproductive Health, or for more information about Fertility Preferred program, call 513-475-7600.



UC Health Center for Reproductive Health physicians (left to right)  
Julie Sroga, MD, Michael Thomas, MD, and Krystene DiPaola, MD

# Now Is the Time to Tackle Varicose Veins

## UC Health team offers minimally invasive treatment options

More than 30 million Americans suffer from venous disease, including varicose veins or chronic venous insufficiency (CVI), but only a fraction of individuals suffering seek treatment.

The team at the UC Health Vein Center is experienced in treatment for

### Why Treat Now?

Treatment for some venous diseases requires patients to wear compression stockings for a period of time in advance of their procedure. With fall approaching and long wear becoming more the norm, now may be the best time to consider treatment.

the whole range of venous problems from spider veins to large, painful varicose veins

New to the UC Health vein team is Jonathan Bath, MD, whose specialty is treating varicose veins, those bulging unsightly veins people notice in their legs, particularly during the summer months when legs go uncovered during days on the deck or weekends at the beach.

“Varicose veins cause symptoms of swelling, pain and tired legs, and over the long run, if left unattended, some of these can even break down and cause ulceration of the skin if not treated and if they become severe,” says Bath, who sees patients at the UC Health Physicians Office North in West Chester.

“There is a large genetic component to varicose veins. People usually realize that their mothers, sisters or uncles had

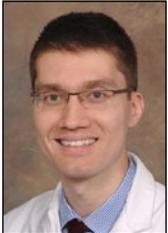
varicose veins, and these things tend to run in families,” adds Bath. “In addition, the changes in pregnancy with fluctuations in hormone levels cause weakening of the vein walls and their valves, leading to varicose veins.”

Bath says he sees more women seeking treatment for varicose veins, but that venous disease is seen in both genders. “It’s usually something we can treat very simply with an office-based procedure with minimal discomfort and usually little or no downtime from activity,” he says.

Minimally invasive treatments include ablation (using radiofrequency or laser energy) and sclerotherapy, both of which seal off the damaged veins and do not require a general anesthetic. These are quick and allow for comfortable recovery. If needed, surgical treatments include removal of veins by vein stripping. ●

### UC HEALTH VEIN CENTER TEAM

Jonathan Bath, MD  
Joseph Giglia, MD  
George Meier III, MD



Bath



Giglia



Meier

>> **APPOINTMENTS & REFERRALS**  
To schedule an appointment or make a referral to the UC Health Vein Center, call 513-558-3700.



Jonathan Bath, MD

**GUEST COLUMN**

## Aging Telecommunications Systems to Be Replaced by One Unified Platform

UC Health IS&T has begun the installation of a new unified telecommunications platform that will soon serve all UC Health locations. Most of the existing systems have completed their useful lives, become obsolete, and are out of capacity. UC Health has contracted with Cincinnati Bell Technology Solutions to install a new, state-of-the-art, highly survivable Avaya communication system to replace the seven separate legacy systems currently serving most UC Health locations.

The new unified solution is a platform capable of providing state-of-the-art technical and functional enhancements to UC Health's telecommunication system with greater levels of voice communications survivability, flexibility and resource sharing. The new system has the ability to instantly move any voice function to any location on the UC Health network. Additionally, call center operations, such as the Victory Parkway scheduling services, will benefit from significantly improved call metrics and reporting capabilities to enable process improvement initiatives.

The most noticeable change that associates will encounter as each new system is upgraded is that their system extension numbers will increase from five digits to seven digits in length. Since UC Health has grown and consolidated into a single health system, longer extension numbers have become a mathematical requirement. Other than two or three rare exceptions, existing telephone numbers will NOT have to change. The new system numbers will simply be the last seven digits of the existing 10-digit public telephone numbers that have been in use for years.

**Installation of core system components occurred in July.** The rapid plan schedule outlines the following launch:

- **Several major outpatient and administrative locations (including the UC Health Physicians Offices in Clifton and West Chester, Victory Parkway and Surgical Hospital buildings):** September 2014
- **UC Health Business Center:** October 2014
- **Daniel Drake Center for Post-Acute Care:** November 2014
- **West Chester Hospital:** December 2014
- **University of Cincinnati Medical Center:** Mid-2015
- **Most clinics and satellite locations:** Late 2014 and early 2015
- **Enhancements such as mobility and conferencing features:** Beginning in 2015

Thank you for your part in helping provide newer technical solutions to achieve our UC Health mission.

**Jay Brown**

Senior Vice President & Chief Information Officer, UC Health



**Jay Brown**

# in brief

## West Chester Hospital to Offer Maternity Services

West Chester Hospital has announced plans to open a full-service maternity unit and nursery that focuses on enhanced patient experiences. The decision to build the new unit was made in response to the growing demand for maternity services as well as feedback received from members of the local community who expressed their desire to deliver their babies at the hospital.

The third floor of the West Chester Hospital patient care tower is currently under renovation to accommodate the state-of-the-art birthing center. Scheduled to open mid-year 2015, the new maternity unit will include spacious delivery suites, Caesarean-section operating rooms and triage rooms. In addition, the adjacent nursery will function as a Level IIB neonatal intensive care unit. The Level IIB nursery and accompanying staff of experts will be capable of providing specialty care to ill newborns.



Standard and isolation bassinets as well as several private family gathering areas will also surround patient suites within the unit.

## One Fun Run Aug. 23

The One Fun Run or Walk 5K will be held Saturday, Aug. 23, beginning at 6 p.m. in the West Chester Hospital parking lot. Portions of the proceeds from the event benefit West Chester Hospital. In addition to the 5K run or walk, evening events (running from 4 to 11 p.m.) include a one mile "Mutt Strutt" walk with your pet, a silent auction and entertainment by "The Modulators." Get more details online at [onefunrunandparty.org](http://onefunrunandparty.org).

## UC Health Hospitals Ranked Among 'Best' By U.S. News

UC Health's University of Cincinnati Medical Center and West Chester Hospital are once again ranked among the best by *U.S. News and World Report* in its annual "Best Hospitals" rankings.

The 2014-15 rankings, released online in July and appearing on newsstands this month, list UC Medical Center as the No. 3 hospital in the Cincinnati metro area and No. 8 in the state of Ohio.

West Chester Hospital is listed as No. 7 in the Cincinnati metro area and No. 24 in the state of Ohio.

Nationally, UC Medical Center's Ear, Nose & Throat specialty is ranked No. 43. Other UC Medical Center specialties listed as high performing include cancer, cardiology and heart surgery, diabetes and endocrinology, gastroenterology and GI surgery, gynecology, nephrology, neurology and neurosurgery, orthopaedics, pulmonology, and urology.

West Chester Hospital specialties listed as high performing are gastroenterology and GI surgery, geriatrics, orthopaedics, pulmonology and urology.

### CLINICAL TRIAL SPOTLIGHT:

## Have You Had a Stroke Within the Past Year?

**WHAT:** This research study will test the possible benefits of brain stimulation on hand and arm function. There is evidence that people who have sustained a stroke can improve arm movement following stimulation to the brain using a device called a Transcranial Magnetic Stimulator, or TMS.



**WHO:** To qualify, you must:

- Be 18 years of age or older
- Have hand and arm weakness on one side
- Have had the stroke 3-12 months ago

**PAY:** The study treatment and 6 weeks of rehabilitation are free of charge. An OT or PT will focus on improving movement, flexibility, strength and use of the weak arm and hand. Participants will be paid up to \$720 over the 8-month follow up.

**DETAILS:** For more information call the NET Recovery Lab at 513-558-7487 or email [netlab@uc.edu](mailto:netlab@uc.edu).

### Save the Date:

## TRENTON OPEN HOUSE

UC Health **Primary Care Trenton**, relocated to 715 West State St, Trenton, Ohio, will host an open house **Tuesday, Sept. 9, from 4:30 to 7 p.m.**

Save the dates and look for details in upcoming editions of *Connected* on open houses at the following locations:

- **MIDTOWN:** Oct. 2, 2014
- **FLORENCE:** Oct. 14, 2014
- **MILFORD:** Nov. 4, 2014



# Long Journey Ends Well for Eastern Ohio Native

## Bone Marrow Transplant Center performs 50th transplant

After 32 years in the cake and candy business, Angie Trent of Chesapeake, Ohio, decided to enjoy the sweet rewards of retirement and sold her business.

She thought a trip to her primary care physician for a routine exam in July 2013 would show a clean and healthy report, but received a call later that same day to come back for additional blood tests.

Her hemoglobin was low and protein was high, and at a follow-up appointment, her physician told her that she suspected multiple myeloma, a condition of the bone marrow.

"It was like being hit by a truck, and my world came to an abrupt standstill," she says.

Later that month, a bone marrow biopsy confirmed the diagnosis, and Trent began chemotherapy across the Ohio River in Huntington, West Virginia.

Trent's doctor outlined her course of treatment, which included a referral to the University of Cincinnati Cancer Institute Hematologic Malignancies Program and George L. Strike Bone Marrow Transplant Center.

### A Setback

During her evaluation for a bone marrow transplant, it was discovered that she had hyperthyroidism, an overactive thyroid gland—a condition that could have masked the myeloma symptoms. Her chemotherapy was postponed until she had recovered from thyroid surgery.

After a brief recovery period Trent resumed induction chemotherapy in Huntington. With favorable results, it was time to proceed with preparation for stem cell collection and transplantation.

Trent was being prepared for an autologous bone marrow transplant. With this type of transplant—also known as a stem cell transplant—a

patient's own healthy stem cells from their bone marrow, collected after the cancer (myeloma) is eradicated with chemotherapy drugs, are returned to their body and find their way back into the bone marrow where they begin doing their work of producing healthy cells.

On June 12, 2014, only two days before her 40th wedding anniversary, Trent became the 50th patient to receive an autologous transplant within the UC Cancer Institute program.

She has been recuperating, her body has responded very favorably, and she's

excited to spend time with her family and her grandchildren and to enjoy the things in life that she hasn't been able to in so long.

"It's a journey that I'm glad is finally ending well," she says. "However I'm so happy to have been able to complete my treatment at a place like the UC Cancer Institute."

Trent's husband, Bruce, adds, "It's great to have an inpatient and outpatient bone marrow transplant facility of this caliber with this level of incredible experience within a driving distance of our home." ●

### >> APPOINTMENTS & REFERRALS

To schedule an appointment or make a referral, call 513-584-5432.



**The Trent family**  
(left to right):  
Angie, daughter Natalie,  
husband Bruce, and son  
Nick

**"It's great to have an inpatient and outpatient bone marrow transplant facility of this caliber with this level of incredible experience within a driving distance of our home."**

*Bruce Trent, husband of UC Health patient Angie Trent*

### Bone Marrow Transplant Services

The UC Cancer Institute Hematologic Malignancies Program and George L. Strike Bone Marrow Transplant Center offer both **autologous transplantation** (patient's own cells) and **allogeneic transplantation** (donor cells).

The program, which is registered with the FDA and is accredited by the Foundation for the Accreditation of Cellular Therapy (FACT) for quality transplant patient care, offers **both inpatient and outpatient services**. It is the only program in the Tristate to offer outpatient bone marrow transplantation.

# We're all UC Health

## Debbie Conradi

Patient Relations and Service Excellence  
West Chester Hospital

**DEBBIE CONRADI CALLS** herself the "complaint lady." Phone, fax, email, letters ... she's seen it all.

Drawn to nursing in 2001 following the death of her father, Conradi's past life comprised 30 years in the mechanical contracting industry and seven in banking, working for the late Carl Lindner. She's now the go-to person for patient relations, customer service and service excellence at West Chester Hospital.

If something's broken, she says, "we work together to get it fixed."

And because Conradi knows that customer service is really part of everyone's job, she wants to empower others to know what to do, too. That's why, this past spring, Conradi began writing a "Customer Service Corner" column for West Chester Hospital's bi-weekly newsletter.

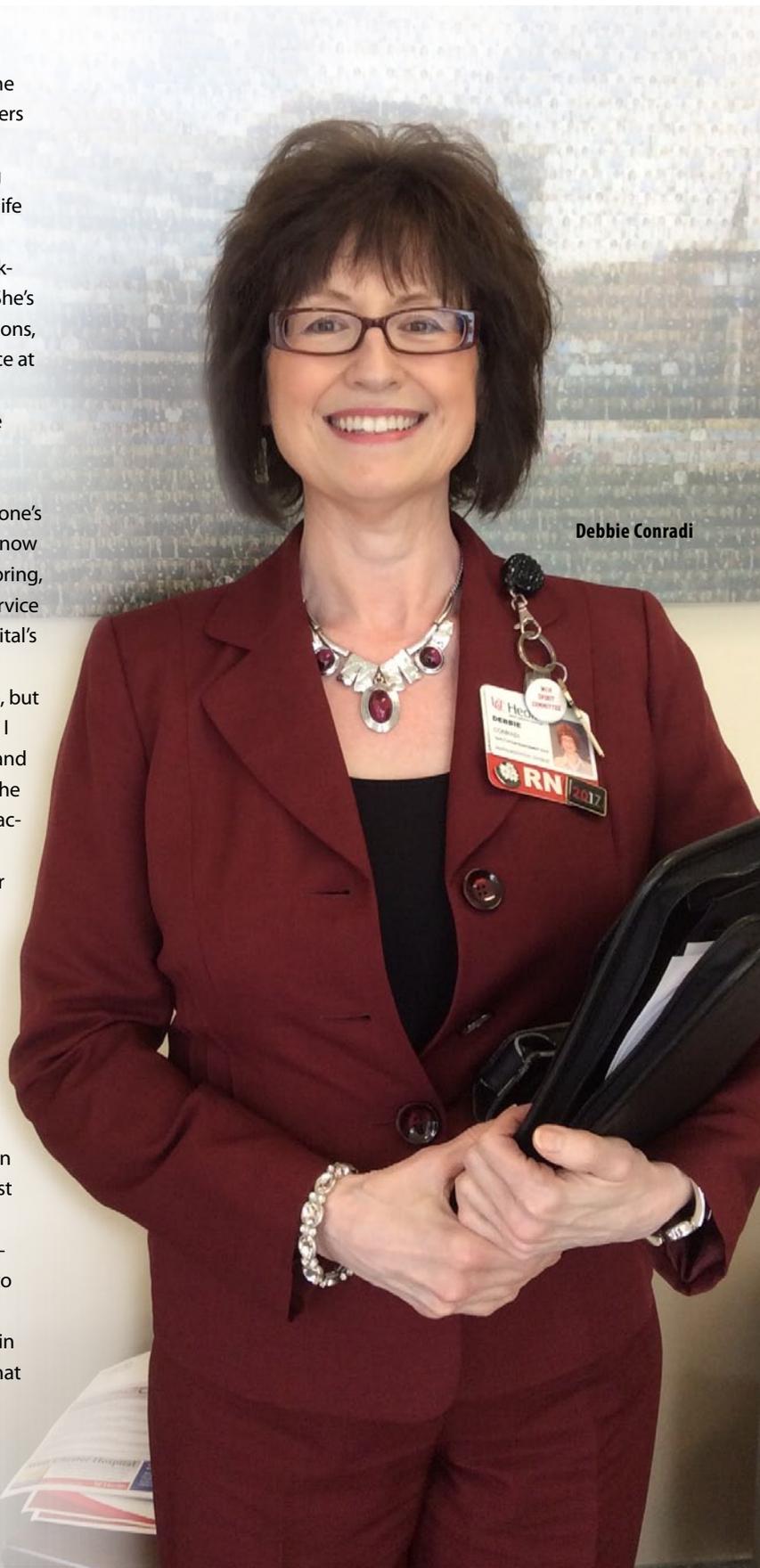
"I've held in-service sessions before, but those kinds of meetings can be tough. I really wanted to honor people's time, and thought perhaps a regular snippet in the newsletter could keep customer satisfaction at the top of everyone's mind."

She started with the basics with her first entry, titled "What Is Customer Satisfaction," and since has written columns focused on the rewards of providing good customer service and tips for building emotional connections with patients.

After all, she says, making connections is how she lives her own life, and she takes pride in forming a connection almost immediately with even the most frustrated caller.

To Conradi, it's all about process improvement and turning complaints into opportunities to do better.

"Complaints are just opportunities in disguise," Conradi says. "We can't fix what we don't know about." ●



Debbie Conradi



**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