

SEPTEMBER 2014



DANA RUTH

8 **We're all UC Health**

ALSO INSIDE

- 3 **Reflux Management**
- 4 **Institutes' Hometown Ties**



6

Football and Medicine Combine Surgeon, son Bearcats 'teammates'

Protect the quarterback! It's a common football phrase, and one that orthopaedic surgeon Angelo Colosimo, MD, director of sports medicine with UC Health Orthopaedics and Sports Medicine, knows all too well. Over the last 25 years, he's treated scores of quarterbacks and their teammates— at all levels—for athletic injuries.

That phrase is also why this orthopaedic surgeon to the UC Bearcats says it's natural to have mixed feelings when his son, Michael Colosimo, a third-year marketing major and walk-on Bearcat quarterback, suits up.

"There's an excitement to having your son playing at the institution where you work, but anything can happen and that's what I always talk to him about. Players are bigger, faster and stronger than when I played. It's a different game, but he's a very, very talented kid. The injury hits closer to home when it's your son, but it's kind of neat to be together on the sidelines," says Colosimo, a two-time first team Academic All-American running back at Colgate University and a running back with the New

England Patriots before entering medical school.

"My two passions were football and medicine and there's no better way to combine the two of them," Colosimo says of joining UC's faculty in 1991 and becoming a team physician to the Bearcats that same year. He has also served as head team physician to the Cincinnati Bengals (1999-2011).

The Colosimo children, Joseph, Nick, Michael and Sophia, "have grown up with the Bearcats, on the sidelines, at practices and at the games," he says, and while it's now Michael's turn on the field, his older brother, Joseph, played for Duke University until suffering multiple concussions.

"I've been around football pretty much my entire life," says Michael. "I can actually remember the first UC game I went to in 1997 ... When you say the names Gino Guidugli, DeMarco McCleskey and Deontey Kenner most people won't know who they are, but I do because I was at all those games with my dad."

As for his dad being so highly visible and on the sidelines when he's on the field, Michael says he's adjusted over time and the two have no interactions at practices or during games: "He's doing his work and I'm doing mine." ●



Colosimo

>> APPOINTMENTS & REFERRALS

To make an appointment with UC Health Orthopaedics and Sports Medicine, call 513-475-8690.



Michael Colosimo



Angelo Colosimo, MD (standing, in black jacket), on Bearcats sideline

Measuring Performance as One Unified System

COLLEAGUES,

This month, we debut a monthly column in *Connected* that will provide you important information about our



Richard P. Lofgren

performance as an organization in a number of critical areas, including **quality, safety, service, efficiency and growth**. The column, which Jeff Norton, our chief performance officer, will write, is meant to align the organization around a clear set of enterprise-wide goals; help us maintain our focus on those goals; and ensure

associates are aware of our progress in achieving them. My challenge to you is to learn the goals and determine how you can help us achieve them, as they are critical to our long-term success.

We will provide more detail about the goals in the next several weeks through town hall meetings at each of our service sites. In the meantime, we

wanted to put the information in front of you now so that you can start to think about ways you can help us achieve them. Having everyone's support and buy-in is critical to our success. This truly will be a team effort!

The goals are also enterprise-wide and span the entire health system, from our south campus to our north campus. That is to say, we will measure our performance as one, not as separate service sites or locations, and evaluate our overall and aggregate performance as a system, not as individual sites or business units. This has the added advantage of helping to unify the health system further and to create a culture that views the system as one

organization, not separate sites operating under a common brand. Together, we will move forward as one unified health system to achieve success.

I know you are up to the challenge to help us achieve excellence in all the areas I mentioned. We are a very strong organization; achieving these goals will enable us to provide better service and care to our patients, elevate our image, strengthen our brand and ensure we are well positioned to become the premier provider of advanced specialty care in the Midwest.

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

WE WILL MEASURE our performance as one ...
and evaluate *our overall and aggregate performance as a SYSTEM*,
not as individual sites or business units.

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

Dama Ewbank
Keith Herrell
Angela Koenig
Katie Pence
Mary Pommert
Cedric Ricks

Photography

UC Academic Health
Center Communications
Services

Copyright 2014

Volume 6, Issue 9



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

HOW WE MAKE A DIFFERENCE

Chronic Condition Treated With Magnets

UC Health only local system offering LINX procedure

Magnets are helping Cincinnati Children's Hospital Medical Center pediatric nephrologist Jens Goebel, MD, and Hoxworth Blood Center clinical lab scientist David Puckett lead healthier lives.

Without a procedure known as the LINX Reflux Management System, which uses magnets to treat chronic acid reflux, Goebel would need regular surgery to remove growths on his vocal chords and Puckett would be taking medication to avoid discomfort that was caused by the condition.

UC Health is the only system locally offering this treatment.

"The normal human body has a barrier or valve between the esophagus and stomach—the lower esophageal sphincter—which keeps acid out of your esophagus," says Valerie Williams, MD, a member of the UC Cancer Institute, assistant professor in



Williams

the department of surgery at UC and UC Health thoracic surgeon. "This barrier breaks down, and that is the main problem. It gets weaker and shorter and can be associated with a hiatal hernia.

"Medications attempt to neutralize acidic fluid that comes up into the esophagus but they do not address the underlying mechanical problem. LINX is a ring of magnets that is placed around the bottom of the esophagus to augment the valve. At rest, the magnets are closed, and they open when you swallow allowing food to pass, mimicking a normal reflux valve."

Goebel says after developing hoarseness, he decided to make an appointment to see UC Health otolaryngologist Sid Khosla, MD.

"He found benign growths on my vocal cords and was able to remove them," Goebel says. "However, Dr. Khosla expected them to reappear because they were likely being caused by enzymes in my stomach that were washed up into my voice box by reflux, even though I never experienced symptoms."

After having the growths removed two or three times over the next two years, Goebel decided to pursue a surgical solution to the reflux issue because of the risks involved with vocal cord surgery.

"I was referred to Dr. Williams who told me about LINX, and it sounded like a much better option when compared to fundoplication, the conventional surgical treatment which wraps the top of the stomach around the bottom of the esophagus," Goebel says. "If anyone has been told surgery is needed for the treatment of their acid reflux, this procedure, which allowed me to sit at home on my porch the very same day, might be the best option."

Puckett, on the other hand, experienced painful and invasive acid reflux that sometimes left him with a bad taste in his mouth, literally.

"Sometimes, I would just get a mouth full of stomach acid," he says. "I was taking Nexium since about 2005, but I was looking for other options."

Williams says patients can get relief from medication but that about 30 percent of patients, like Puckett, are still symptomatic despite medical management. Williams felt that he could benefit from an operative intervention.

"Even just a few weeks out, I notice a difference," he says. "I haven't taken any medication, and I have not had any heartburn symptoms even though I'm still recovering."

"The magnetic ring does not alter normal anatomy and is reversible," Williams adds, and says that patients still retain the ability to belch and vomit with the LINX. "The minimally invasive procedure takes an hour or less and allows the patient to resume a regular diet immediately following.

"The LINX is the only FDA-approved device for treatment of gastroesophageal reflux disease, or GERD. We're excited to offer this technology to patients like Jens and David and hope that this option can help patients with chronic acid reflux experience a better quality of life." ●

"[T]his procedure... allowed me to sit at home on my porch the very same day ..."

Jens Goebel, MD,
UC Health patient

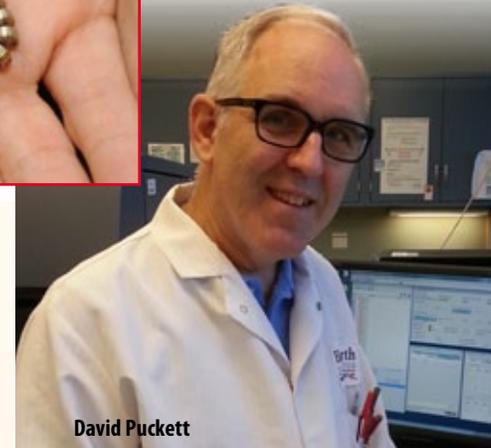


Jens Goebel, MD



"Even just a few weeks out, I notice a difference. I haven't taken any medication, and I have not had any heartburn symptoms ..."

David Puckett, UC Health Patient



David Puckett

>> APPOINTMENTS & REFERRALS

To schedule an appointment with Williams, call 513-475-8806.

Cincinnati Raised, Cincinnati Trained

Institute Directors Call Cincinnati Home, Plan for Future

UC HEALTH'S LEADERS IN CANCER, CARDIOVASCULAR DISEASE AND NEUROSCIENCE are no strangers to Cincinnati. The three of them attended Cincinnati-area high schools, are graduates of UC's College of Medicine, and, after additional training and opportunities in other states, all, at some point, made their way back 'home.' Now, they're telling us why chose to come back to Cincinnati and what the future holds for the institutes they lead.



William Barrett, MD
Director, UC Cancer Institute
Professor and Chairman, UC
Department of Radiation Oncology
High School: St. Xavier High School
Undergrad: University of Virginia
Medical School: University of Cincinnati
(Med '87)
Residency: University of Cincinnati
Medical Center
Fellowship: Memorial Sloan Kettering
Cancer Center



Joseph Broderick, MD
Director, UC Neuroscience Institute
Professor, UC Department of Neurology
and Rehabilitation Medicine
High School: St. Xavier High School
Undergrad: Xavier University
Medical School: University of Cincinnati
(Med '82)
Residency: Mayo Clinic
Fellowship: Mayo Clinic



Richard Becker, MD
Director and Physician-in-Chief, UC
Heart, Lung and Vascular Institute
Mabel Stearns Stonehill Endowed
Chair and Professor, UC Division of
Cardiovascular Health and Disease
High School: Anderson High School
Undergrad: University of Cincinnati
Medical School: University of Cincinnati
(Med '82)
Residency: Cleveland Clinic
Fellowship: Cleveland Clinic and
University of Massachusetts

William Barrett, MD

Director, UC Cancer Institute

Professor and Chair, UC Department
of Radiation Oncology**Why Cincinnati?**

UC College of Medicine alum and Cincinnati native William Barrett, MD, says a desire to help those he knows in his own hometown is what brought him back to Cincinnati after his fellowship in New York.

"I came back because I wanted to help people in this community—members of families that I grew up with—who were diagnosed with cancer."

The Future

Barrett, who was named institute director in February 2014, is familiar with the role of leader—in 2009, under his direction, the department of radiation oncology was formed. He says his goal is to make the UC Cancer Institute nationally and internationally known for top-notch patient care.

"We want to be one of the Top 5 cancer institutes in the country and will reach that goal through excellence in community engagement and recruitment."

One of those recruits, Thomas Herzog, MD, began as clinical director of the UC Cancer Institute in August.

"Dr. Herzog, who is also a UC College of Medicine alumnus, came back for some of the reasons I did. His qualifications and expertise will help us further our mission of excellence in clinical care with an emphasis on education and research.

"Dr. Herzog was being recruited by many of the top cancer centers in the country. The fact that he chose to come to Cincinnati is a very good sign." ●

Richard Becker, MDDirector and Physician-in-Chief, UC
Heart, Lung and Vascular Institute
Mabel Stearns Stonehill Endowed
Chair and Professor, UC Division of
Cardiovascular Health and Disease**Why Cincinnati?**

Richard Becker, MD, returned to his alma mater in September 2013 to lead what was then the UC Cardiovascular Institute. Among his first steps was renaming the institute to UC Heart, Lung and Vascular Institute, broadening its mission.

"My interest in Cincinnati stems from recognition early in my career of its storied history in science and medicine. My experience here in medical school was extraordinary and set the stage for an academic career.

"Coming back to Cincinnati was not a difficult decision with all the positive experiences I had here, but in addition, Cincinnati as a medical community—with several respected health systems—is one of the most robust in the country. The UC academic health system with a top 50 college of medicine is a scholarly epicenter for all to embrace."

The Future

Becker says his plan for the UC Heart, Lung and Vascular Institute is to grow new programs in advanced heart failure and heart transplantation, structural and adult congenital heart disease, wellness, prevention and recovery and electrophysiology related procedures for atrial fibrillation and atrial flutter, and offer integrated, multidisciplinary services in heart, lung and vascular conditions that often coexist.

"To achieve those goals we have recruited a dozen experienced, very well-trained clinicians, scientists and educators from premier institutions nationally and several very well-known and respected clinical cardiologists from the Cincinnati community who have chosen to return to their roots." ●

Joseph Broderick, MDDirector, UC Neuroscience Institute
Professor, UC Department
of Neurology and
Rehabilitation Medicine**Why Cincinnati?**

Cincinnati has always been home for Joseph Broderick, MD, even when he was training at the Mayo Clinic for five years, he says.

"Both my wife and I come from big families, the large majority of whom live within an hour's drive. I went to high school, college and medical school here and made great friends. It is these relationships which tie me to Cincinnati and pull our children back home as well.

"There is no amount of money and no job opportunity which matches being close to the people who I care about. And it helps that the city and surrounding region are beautiful with a strong identity and history; great arts, sports, and education; and a change of seasons. People from Greater Cincinnati and Northern Kentucky are generally friendly, generous and non-pretentious."

The Future

"The future for UC Neuroscience Institute to me is one where the patient is the center of our care system, innovative research is integrated fully into the expectations and treatment of patients that we see in the clinic and the hospital, and the best and the brightest future students, physicians and health care personnel want to be part of something unique and inspiring.

"But we cannot reach our goal of being the best in what we do without the strong support of the community of patients, families and donors from this region. This community, when engaged and focused, can help us accomplish great things. I hope that the institutes at UC and UC Health can be jewels in the tiara of the Queen City." ●

Back Then...

from College
of Medicine
yearbooks
of the time



Barrett ('87)



Becker ('87)



Broderick ('82)

in brief

Breast Cancer Center Receives Accreditation

The University of Cincinnati Cancer Institute's Comprehensive Breast Cancer Center has received a three-year accreditation by the National Accreditation Program for Breast Centers (NAPBC), a program of the American College of Surgeons.

NAPBC-accredited centers

have undergone a rigorous evaluation process and review of their performance, and must place emphasis on comprehensive care from a multidisciplinary team as well as patient access to ongoing clinical trials and treatment options.

The breast center is now the only center in Ohio to have achieved the highest distinction

from the American College of Radiology (Breast Imaging Center of Excellence), National Quality Measures for Breast Centers (Certified Quality Breast Center of Excellence) and the NAPBC.

Daniel Drake Center Names Interim Site Executive

Amy Lynn Schroyer has been appointed interim senior site executive for Daniel Drake Center for Post-Acute Care. Schroyer, a bachelor's-trained registered nurse



Schroyer

who received her MBA from Xavier University, brings a mix of skills, including nursing, patient care advocacy, health care finance, revenue cycle, practice management and physician

recruitment.

Schroyer has held leadership positions with Drake Center; Sound Physicians, a hospitalist organization; and Regency Hospital, and has served in nurse management roles at Deaconess Hospital, St. Luke Hospitals, Christ Hospital and Drake Center.

Women's Center Call to Artists

UC Health Women's Center is inviting submissions for its 2nd annual juried art show. Submissions should be tranquil and calming with warm to vivid soothing tones and colors. All mediums will be accepted for consideration, as long as they can be hung or are free-standing sculptures. Large hanging wall pieces are encouraged. Deadline for entry is Oct. 15. Visit uhealth.com/women for rules, submission information and key dates. ●

Florence, Midtown Open, Now Seeing Patients

UC Health Physicians Offices in Florence and Midtown—newly constructed 42,000-square-foot outpatient facilities each housing a number of practices—are now open and seeing patients.

Florence practices open to patients include dermatology, obstetrics/gynecology and primary care (family medicine). Imaging and lab services, as well as digestive diseases, endocrinology, infertility, neurology, orthopaedics and physical therapy, will follow.

Midtown practices open to patients include cardiology (including diagnostic cardiology), dermatology, gastroenterology, gynecology, primary care (general internal medicine, pediatrics and women's health), pulmonology, rheumatology and urogynecology.

Come visit during the Public Open Houses:

• **UC HEALTH PHYSICIANS OFFICE MIDTOWN**
3590 Lucille Drive, Cincinnati
Saturday, Oct. 18
10 a.m. to 1 p.m.

• **UC HEALTH PHYSICIANS OFFICE FLORENCE**
68 Cavalier Boulevard, Florence
Saturday, Nov. 1
10 a.m. to 1 p.m.



CLINICAL TRIAL SPOTLIGHT:

A Research Study for People with Mild to Moderate Alzheimer's Disease

WHAT: The purpose of this study is to:

- test if the research study drug, MK-8931, is safe when given to subjects with mild to moderate Alzheimer's disease (AD).
- assess the effect of two doses of the drug, MK-8931, on the ability of subjects with mild to moderate AD to understand, reason, make judgments, and remember.



- assess the effect of two doses of the drug, MK-8931, on the ability of subjects with mild to moderate AD to function in activities of daily living.

MK-8931 is an investigational drug. This means it has not been approved by the U.S. Food and Drug Administration (FDA). Participants will receive either the study drug or a placebo pill (no active ingredient).

WHO: Adults 55 to 85 years old who have been diagnosed with mild to moderate Alzheimer's disease may be eligible to participate.

PAY: Participants will be paid for time and travel related to the study. Study medication, study-related procedures and tests, and study visits will be provided at no cost.

DETAILS: For more information call Marcy at 513-558-2455 or email to shidlem@ucmail.uc.edu.

PURSUIING PERFORMANCE EXCELLENCE**Consider Where You Can Make an Impact**

IT IS MY SINCERE PLEASURE to be here at UC Health. There is a very rich tradition here of leading health care innovation and providing excellence in clinical education. I am glad to be a part of this system. It's been about 20 years since I lived in Ohio, so I'm glad to be back, too. Thank you for making me feel so welcome.

It is a very exciting time to be working in health care. On the national level, CMS (Centers for Medicare and Medicaid Services), insurance companies and even us as individuals are trying to improve the value of care. While there is debate about the path to improvement, everyone is in agreement that as a nation, we need safe, high-quality, excellent service health care at an affordable cost.

So how do we at UC Health do this?

As we move into the fall you will see us focus our efforts on a small but important set of metrics. These are nationally accepted measures of safety, quality, service and efficiency. Some of these measures are not perfect, but they are the ruler by which we are judged. And we are being judged. Data on how every hospital is performing is becoming more and more transparent. Some of these measures will be things you are familiar with, some will be new. All of them affect our patients.

I want to encourage you to find the ones you personally can impact and begin working on these.

Thank you again for the warm welcome and I look forward to meeting and working with all of you.

Jeff Norton
Vice President and Chief Performance Officer



Norton

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

Data on how every hospital is performing is becoming more and more transparent. Some of these measures will be things you are familiar with, some will be new. ... I want to encourage you to find the ones you personally can impact and begin working on these.

Jeff Norton
Chief Performance Officer

We're all UC Health

Dana Ruth

Exercise Physiologist
Daniel Drake Center for Post-Acute Care

EXERCISE PHYSIOLOGIST Dana Ruth practices what he preaches about heart health. He works out five days a week, setting a good example for his patients at Daniel Drake Center for Post-Acute Care's Outpatient Cardiac Rehab in West Chester.

The outpatient clinic, which opened in February 2013, is for patients who have suffered heart attacks and/or had stents placed, undergone surgery (bypass, valve) and also for those with moderate to severe congestive heart failure.

Ruth says that at the clinic, "patients are provided a safe environment to exercise, while having their EKG, heart rate and blood pressure monitored by trained staff.

"Also, a major component of the program is education, which allows patients to learn lifestyle modifications to prevent future cardiac events. Group exercise forms relationships not only with the staff but with other patients. They get more comfortable in knowing it's OK to be active and return to normal activities."

Ruth develops individualized treatment plans for his patients and educates them on how to prevent further heart issues. He said one patient with especially unique needs was a commercial pilot who, in order to fly again, had to meet specific FAA requirements. Ruth devised a targeted program for the pilot, and today he's back flying.

What Ruth enjoys most about his work are the "relationships I've developed over the years. I still play golf and stay in touch

with some of my past patients. I also enjoy seeing the folks I work with improve, gain confidence and return to their daily lives. It's a rewarding position."

He adds that Drake's rehab team at West Chester and now at the Hoxworth location in Clifton "pride themselves in delivering excellent patient care. We see improvements in our patients every day, and that's how we make a difference day in and day out here at UC Health."

What advice does Ruth have to avoid the need for cardiac rehab?

"The best advice I can give to people is to stay active, follow a good diet and make sure you see a physician on a routine basis." ●

"...I also enjoy seeing the folks I work with improve, gain confidence and return to their daily lives. It's a rewarding position."



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
- MIDTOWN
- MONTGOMERY
- MT. AUBURN
- TRENTON
- TRI-COUNTY
- WEST CHESTER
- WESTERN HILLS
- WHITE OAK
- WILMINGTON
- WYOMING
- KENTUCKY**
- FLORENCE
- LEXINGTON
- MAYSVILLE
- SOUTHGATE
- INDIANA**
- AURORA
- BATESVILLE
- GREENSBURG
- MADISON
- NORTH VERNON
- RUSHVILLE

Dana Ruth

