‘Peace of Mind’ Focus of New Labor and Delivery Campaign

University of Cincinnati Medical Center’s women’s services are at the center of a new campaign called “Bearcat Baby,” which highlights the medical center’s antepartum, labor and delivery, postpartum and Level III neonatal intensive care unit (NICU) services. The campaign draws on the connection between UC Medical Center and the University of Cincinnati College of Medicine.

“We want moms-to-be to have peace of mind—that’s what you get when you deliver at UC Medical Center,” says Ruby Crawford-Hemphill, assistant chief nursing officer, Center for Women’s Health at UC Medical Center. “We seamlessly care for routine and high-risk pregnancies—all within a family-centered care environment. And should a newborn need special medical care, we have one of the best Level III NICUs in the region. When you choose UC Medical Center you’re choosing peace of mind.”

The Bearcat Baby campaign includes a television commercial, called “The Ride,” and a campaign website (uchealth.com/bearcatbaby). In addition, families who deliver at UC Medical Center will be given a Mylar balloon, a journal and photo album and a newborn onesie and cap.

The “Bearcat Baby” campaign is intended to draw attention to the family-centered care offered at UC Medical Center—and behind that care are several new initiatives developed from feedback provided by patients and their families. These include:

- Quiet time, so moms and babies can rest uninterrupted twice daily.
- Peer support for parents of NICU babies through the Friends of Tiny Hearts program.
- A patient experience navigator to connect with postpartum patients and learn about their experiences with UC Medical Center’s team of nurses, physicians, therapists and specialists.
- Breastfeeding support groups to encourage good nutrition for babies and assist parents in breastfeeding.
- Family support through an in-house March of Dimes family support representative.
- A 24-7 coffee and tea station for family members.

Families who have delivered at UC Medical Center are encouraged to share their stories by emailing ucmcwomenshealth@uchealth.com.
Your Vote: A Call to Action

COLLEAGUES,

Fall is here! It’s a season of football, the start of the school year, beautiful fall foliage, the onset of the morning and evening chill, Halloween, spiced apple cider and much more. Fall begins the countdown to the winter holiday season and the start of a new calendar year where we reflect on what we’ve done and look forward to what’s ahead.

I love fall. I love how the sun sits lower in the sky and the moon feels closer than ever before. I love the morning and evening glow of the sun as it reflects off of golden and red hued leaves and, all too often, wet streets from early and late rainfalls. And, I love Election Day.

Many people think that I love Election Day because of the job I’m humbled and honored to have with UC Health. In fact, I love my job because I so strongly believe in our political process, the history of our democracy, and the quintessential role each of us plays in protecting and sustaining it. In any democracy, an opportunity to vote isn’t meant to be self-serving. Our vote is meant to be an expression of our ideals and philosophies in support of candidates and issues that make our country, our state and our communities better places to live, work and play.

One issue that is very special to all of us is Issue 7: the Health and Hospitalization Levy.

Since 1966, this levy has supported many inpatient and outpatient services at UC Medical Center and Cincinnati Children’s Hospital Medical Center, which together provide a vital health care safety net for many of our neighbors. Issue 7 is a three-year renewal levy and it will not raise taxes. UC Medical Center receives $14.9 million, Cincinnati Children’s receives $4.6 million and the remainder goes to community services provided by the county, St. Vincent DePaul and others.

What can you do to help?

• Get Out The Vote! Please vote and encourage others to vote.

• Tell your friends and neighbors about Issue 7 and ask for their support.

• Distribute Issue 7 literature to your colleagues, neighbors and friends and ask for their support.

• Put a yard sign in your front yard supporting renewal of Issue 7.

• Help on Election Day by volunteering at a Hamilton County polling location.

With Election Day (Nov. 4) less than a month away, I implore all of us to distance ourselves from the personal frustration we feel with the process and the disillusionment we have with our candidates. I encourage all of us to find within ourselves and our families our core beliefs and ideals for our communities. And, I empower all of us to express those beliefs—through voting—on Election Day. Your vote does count and it matters: it matters to those who came before us in establishing and fighting for our democracy, it matters to those who immigrated here to live in our democracy, and it matters for the preservation of a democracy for generations to come.

CANDACE NOVAK
Vice President, Advocacy and Government Relations, UC Medical Center

Our vote is meant to be an expression of our ideals and philosophies in support of candidates and issues that make our country, our state and our communities better places to live, work and play.
Colleen Murray never expected to be a metastatic breast cancer survivor at the young age of 36. However, the lump on the upper part of her chest, which she discovered in January 2008 at the age of 33, turned out to be more than the benign fibrous tissue physicians thought it was.

“I had noticed the lump in 2008 but was told several times it was only fibrous tissue, which is normal for someone my age who has not had any pregnancies, so there’s nothing to be concerned about. At my yearly exam in December 2009, my gynecologist wrote an order to get a screening mammogram,” she says, adding that nothing suspicious was detected and that physicians continued to say she was probably OK.

A trip to buy a new bra the following year set off warning bells for Murray. “I noticed that that skin was oddly tugging around the area of the lump, and I made my yearly exam to see my gynecologist,” she says, adding that her doctor decided to refer her to UC Cancer Institute surgeon Elizabeth Shaughnessy, MD, PhD, although she didn’t think anything was wrong. “Dr. Shaughnessy did a biopsy, and I got a call from her—two days after Christmas—telling me that it was cancer.”

Murray says she scheduled a follow-up appointment with Shaughnessy, and this time, her mother and aunt, who is a breast cancer survivor, accompanied her. “My aunt said my treatment experiences were completely different than hers,” Murray says. “I had a team of multidisciplinary physicians from the start that communicated with one another and spoke about my care regularly to provide the best treatment plan for me. It was all laid out for me—I didn’t have to guess about which physician to see or my next steps to take like she did.”

An additional diagnostic mammogram and MRI (because her breast tissue was so dense and hard to image) found seven additional tumors—three on her left side, three on her right and one underneath her left breast. Additionally, they found that the cancer had spread to her breastbone and spine.

“They found out that I did not have the BRCA1 or BRCA2 gene mutation, which is responsible for causing many breast cancer cases, and Dr. Elyse Lower, my oncologist, began a treatment plan for me which included chemotherapy, surgery, radiation and reconstruction.”

Murray’s chemotherapy eliminated the cancer in her spine and breastbone and allowed the double mastectomy surgery, conducted by Shaughnessy, and reconstruction to take place. She continued with radiation, Herceptin infusions and hormone therapy, standard treatment for metastatic breast cancer.

There was a setback in July 2012 when a follow-up CT scan for activity-induced asthma revealed that the lesion on her spine had grown back. Targeted radiation therapy was administered immediately by John Breneman, MD, and by February 2013 scans showed no evidence of cancer.

“It was all laid out for me—I didn’t have to guess about which physician to see or my next steps to take…”

Colleen Murray
UC Cancer Institute patient

Better to Be Safe Than Sorry
Young cancer survivor shares message of persistence

“It was all laid out for me—I didn’t have to guess about which physician to see or my next steps to take…”

Colleen Murray
UC Cancer Institute patient

>> APPOINTMENTS & REFERRALS
To schedule an appointment with the UC Cancer Institute, call 513-584-8500.
Survivorship a Focus for Cancer Centers
As cancer survivor numbers grow, programs add specialized care plans

As the number of cancer survivors continues to increase, cancer survivorship is becoming a component of cancer care that many institutions are trying to programmatically develop and navigate.

Additionally, by 2015, all Commission on Cancer-accredited institutions will need to have a process in place for the development and delivery of survivorship care plans.

With this in mind, leadership within the UC Cancer Institute’s Survivorship Program has taken a number of steps to meet these criteria and to create the best experience for cancer survivors beginning at the time of diagnosis.

“Survivorship is a necessary component of care as rates of survival continue to climb,” says Beverly Reigle, PhD, director of the program and associate professor in UC’s College of Nursing. “It begins after diagnosis and continues throughout a patient’s lifespan.”

As an initial step, the UC Cancer Institute has formed a consortium with Indiana University and Ohio State University to improve survivorship education for health care professionals and promote survivorship research.

The collaboration, named the Midwest Consortium for Cancer Survivorship Education and Research, or SEdR (see-der), will combine the strengths of the institutions to develop a survivorship education program for advance practice providers, nurses and eventually physicians. The partnership will also involve collaborations on research projects as well as development of best practices for cancer survivorship care delivery.

“This consortium will help us come together to design a curriculum, helping us educate on the meaning of cancer survivorship and strategies for program implementation,” Reigle says. “It’s not only about follow-up for surveillance of cancer, but includes surveillance beginning at diagnosis, prevention and management of treatment-related effects, health promotion and comfort measures.”

SEdR will hold its first educational program for advanced practice providers Nov. 14-15 on UC’s medical campus.

In addition, Reigle is beginning to introduce survivorship models within each of the cancer centers’ clinics and is recommending that leadership appoint an advanced practice provider to oversee cancer survivorship plans for patients. She’s also working to find out ways to have these plans documented within EPIC.

The survivorship team is also planning a March 2015 conference, “Transforming Cancer Survivorship Through Research and Best Practice,” to explore the Commission on Cancer’s national standards for survivorship care plans, discuss treatment-related effects and research-based strategies and stress multispecialty collaboration for best outcomes. Julia Rowland, PhD, director of the National Cancer Institute’s Office of Cancer Survivorship, will be the keynote speaker.

“All of these efforts will help grow this very necessary program, which is not just about treatment strategies or services. It’s all-encompassing and assesses all aspects of a patient’s needs for the best experiences and outcomes.”

>> FOR MORE INFORMATION
For more information, visit uchealth.com/survivorship.
New Center Serves PTSD Patients
UC Health Stress Center offers evidence-based treatments

Posttraumatic stress disorder (PTSD) affects about 5.2 million American adults during a given year, according to the National Center for PTSD. Now, persons suffering from PTSD in the Cincinnati region can receive treatment at a new, centrally located UC Health center.

The UC Health Stress Center has begun seeing patients at the Stetson Building, located at the corner of Highland Avenue and Martin Luther King Drive.

The center, under the direction of Kathleen Chard, PhD, a professor of clinical psychiatry in the University of Cincinnati Department of Psychiatry and Behavioral Neuroscience, was created with the assistance of the Joey Votto Foundation. The foundation (now closed), launched in 2013 by Cincinnati Reds first baseman Joey Votto, made an investment of $426,000 in the center.

“Who would like to thank the Joey Votto Foundation and their teammates for their assistance in creating the center,” says Chard, who is also director of trauma recovery at the Cincinnati Department of Veterans Affairs (VA) Medical Center. “We will be pleased to provide gold-standard, individual, couples and family therapy to those suffering from posttraumatic stress disorder.”

Caregivers at the UC Health Stress Center are UC Health clinical psychologists, social workers and psychiatrists. Chard says the goal for the center is to be able to provide care for approximately 500 new patients and over 4,000 visits/therapy sessions annually.

Anyone can get PTSD at any age. This includes war veterans and survivors of physical and sexual assault, abuse, accidents, disasters and many other serious events.

About POSTTRAUMATIC STRESS DISORDER (PTSD)

According to the National Institute of Mental Health, posttraumatic stress disorder (PTSD) is a mental health disorder that some people get after seeing or living through a dangerous event. People who have PTSD may feel frightened or stressed even when they’re no longer in danger.

Anyone can get PTSD at any age. This includes war veterans and survivors of physical and sexual assault, abuse, accidents, disasters and many other serious events.

Symptoms of PTSD fall into four main categories: Re-experiencing the event, such as flashbacks or repeated upsetting memories; avoidance, such as feeling detached or having a lack of interest in normal activities; cognitive or emotional problems, such as negative thoughts or feelings; and hyperarousal, such as difficulty concentrating or startling easily.

EVIDENCE-BASED TREATMENTS FOR PTSD INCLUDE:

Cognitive Processing Therapy (CPT): A cognitive-behavioral therapy that focuses on thoughts and feelings. The focus is on identifying how traumatic experiences changed the patient’s thoughts and beliefs and how the patient’s thoughts influence current feelings and behaviors. Patients identify and challenge unhelpful thoughts through structured therapy sessions and practice assignments.

Prolonged Exposure (PE): A cognitive-behavioral treatment that focuses on decreasing symptoms of PTSD by addressing the common causes and treatments in four ways—education about treatment and common reactions to trauma, breathing retraining, in vivo (“in real life”) exposure and imaginal exposure. The therapy allows patients to work through painful memories in a safe and supportive environment and engage with activities they have been avoiding because of the trauma.

Cognitive Behavioral Conjoint Therapy (CBCT): A treatment for couples that combines components of CPT, PE, and couples therapy to treat the symptoms of PTSD. This therapy can be conducted along with Parent Management Training to help couples with children who are also being impacted by the aftermath of the traumatic event.

>> APPOINTMENTS & REFERRALS

For more information about the UC Health Stress Center or to schedule a thorough assessment, call 513-558-5872.
in brief

Sanchez Appointed Enterprise Director of Special Projects
Anya Sanchez, MD, has been appointed enterprise director of special projects for UC Health. In this new role, she will work under the direction of UC Health President and CEO Richard Lofgren, MD, to lead operationally focused, enterprise-level projects and initiatives that are critical to the mission of UC Health. Sanchez will also work with the leaders at UC Health service sites to ensure that mission-critical initiatives are successfully operationalized.

Cancer Symposia Nov. 1
The “Hope. Fight. Breathe.” Lung Cancer Symposium will be held from 8 a.m. to 2 p.m. Saturday, Nov. 1. This free educational event for patients, families and caregivers will be held at the Daniel Drake Center for Post-Acute Care, 151 West Galbraith Rd. A light breakfast and lunch will be provided. For more information, call 513-585-LUNG (5864).

“Breast Cancer Journey: Snapshot of Research,” will be held from 9 a.m. to 2:30 p.m. Saturday, Nov. 1, at Kingsgate Marriott Conference Hotel, 151 Goodman Dr. This free symposium for patients, their families and friends or anyone interested in learning about advances in early-phase breast cancer research taking place at the UC Cancer Institute and the Cincinnati Cancer Center, will include sessions on mind-body medicine, acupuncture and clinical trials as well as a chance to ask questions of the research team. A light breakfast and boxed lunch will be provided.

Register for either program at uchealth.com/events and select UC Cancer Institute in the dropdown.

West Chester Hospital Partners With MetroParks
UC Health West Chester Hospital announced in September a sponsorship of Butler County Voice of America Park Athletic Complex. This collaboration between West Chester Hospital and MetroParks will expand the level of service MetroParks offers to tournament participants and spectators. The arrangement will provide both a new facility and new services for Athletic Complex users. West Chester Hospital will contribute $1 million over a period of 12 years to build a field house that includes restrooms, a concession area, a storage area for equipment and trainer’s rooms.

In addition, UC Health will be the sole provider of health care services during sponsored events. Sports medicine specialists and physical trainers will be available to support tournament activity at no cost to the event organizers or the athletes it serves.

UC HEALTH LEADERS CUT THE RIBBON ON THE NEW UC HEALTH PHYSICIANS OFFICE MIDTOWN
location during a ceremony and reception Oct. 2. Holding the ceremonial scissors is Peter Iacobell, vice president, strategic planning and business ventures at UC Health. A public open house at the Midtown location (3590 Lucille Drive, Cincinnati) will be held Saturday, Oct. 18, from 10 a.m. to 1 p.m.

UC Health Physicians Office Florence, also newly opened and now seeing patients, will host a public open house Saturday, Nov. 1, from 10 a.m. to 1 p.m., 68 Cavalier Boulevard, Florence, Kentucky.

CLINICAL TRIAL SPOTLIGHT:
Fibromyalgia

WHAT: An investigational treatment for fibromyalgia that involves noninvasive cortical electrostimulation of the brain (called RINCE®: Reduced Impedance Noninvasive Cortical Electrostimulation). This treatment is delivered by an investigational device called NeuroPoint®. An “investigational” device is a device that is being tested and is not approved for use in the United States by the U.S. Food and Drug Administration (FDA). The RINCE treatment, delivered by the NeuroPoint device, is noninvasive which means no skin is pierced and nothing is put inside your body.

WHY: To see whether RINCE treatment can help people with fibromyalgia. Researchers also want to find out if this treatment is safe and tolerable. In addition, this study will compare the RINCE treatment with a sham treatment to see if receiving the RINCE treatment is better than receiving the sham treatment (sham treatment means you will not be receiving an active treatment).

WHO: Adults 22-65 years old who have fibromyalgia.

PAY: Participants will be reimbursed for time and travel.

DETAILS: For more information, call Kerri at 513-558-7104 or email kerri.earles@uc.edu.
Enterprise Goals: Measures We Can All Live Up To

IN MY INITIAL MESSAGE TO YOU last month, I shared that we would soon be focusing our efforts on a small but important set of measures. Promise kept.

We have examined national quality, safety measures, and our performance parameters and have selected six areas of focus.

In selecting these areas of focus we wanted:

- Areas in which improvement directly impacts patient care and experience in a positive manner. The needs of the patient come first. *
- Space for everyone to contribute. Health care is a team sport. *
- Balanced metrics. The safest, highest quality system is the most efficient. *

* Quotes shamelessly stolen from our President and CEO Dr. Rick Lofgren.

HERE ARE OUR ENTERPRISE GOALS FOR FISCAL YEAR 2015.

SAFETY
Reduce the number of patients who experience a hospital-acquired infection, specifically CLABSI (Central Line Associated Blood Stream Infection), CAUTI (Catheter Associated Urinary Tract Infection), and SSI (Surgical Site Infection). We would like this to be zero, but we will settle for tremendous improvement.

QUALITY
Reduce the number of patients who experience an undesired event while in our care as measured by the AHRQ PSIs (Agency for Healthcare Research and Quality, Patient Safety Indicators). We will focus on 11 of these nationally recognized measures of care.

SERVICE (INPATIENTS)
Improve the patient care experience as measured by the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) patient satisfaction survey for hospital patients.

SERVICE (OUTPATIENTS)
Improve the patient care experience as measured by the CGCHAPS (Clinician and Group Consumer Assessment of Healthcare Providers and Systems) satisfaction survey for patients in our clinics or ambulatory settings.

EFFICIENCY
Reduce the cost of supplies, per patient visit, adjusted for the complexity of care. Our goal is not just to pay less for “stuff,” but to eliminate waste. As deductibles rise, our customers are paying directly for more of their care. By reducing waste, we will deliver better care and improve the value we provide to our patients.

GROWTH
This goal is focused on University of Cincinnati Medical Center. As an academic medical center, we want to be a referral center for the sickest of the sick. Our growth goal is to increase the referrals from outside hospitals to UC Medical Center. We will accomplish this by (1) making it easy for them to send their sickest patients to us, (2) delivering exceptional care, and (3) making it easy for them to receive patients back into their home communities when their care can best be delivered there.

We need your help to improve all of these. Come up with ideas by looking for things that don’t work well for our patients. Check with your boss. If you get the “OK,” test your idea in a small and safe manner. If the result is measurable improvement, tell others. If not, tell others what didn’t work and try something else.

Be well,

Jeff Norton
Vice President and Chief Performance Officer

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

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Building a Culture of Philanthropy
New foundation president has expanded role

With barely 90 days under his belt, Chris Smith settles into his office at the UC Health Business Center to reflect on his new role as president of UC Health Foundation and vice president for development and alumni affairs at the University of Cincinnati Academic Health Center with UC Foundation.

As his dual appointment with UC Health and UC Foundation suggests—Chris Smith has no small task ahead of him. He manages teams of fundraisers at both institutions, and given the overlapping missions and symbiotic relationship of the health system and the Academic Health Center, unifying the leadership of both foundations was a natural next step.

A native of Miami, Florida, Smith has spent the last 22 years of his career in higher education fundraising, working in Indiana at Marian University and then Purdue University before heading west to the University of Utah where he served as assistant vice president for health services development. It wasn’t just the challenge of coordinating and strengthening fundraising for the academic medical center that excited Smith about this job.

“I love being back in the Midwest,” says Smith. “Cincinnati is a great town. I’ve been warmly welcomed and I’m having a great time exploring the neighborhoods and learning all the city has to offer.”

Smith does not hesitate when asked about his vision for UC Health Foundation and UC Foundation. “We must create a culture of philanthropy.” To build that culture and to integrate philanthropy to all areas will take time, trust and assistance from all associates.

“I look forward to meeting employees, learning about their passion for their work, and helping find ways for everyone to be involved with philanthropy. People give because of the excellent work we do here.”

In the next year, a primary emphasis for UC Health Foundation will be to continue to build its grateful patient fundraising program. Nationally, data show that approximately 80 percent of individual giving to academic medical centers comes from patients and their families. “Giving is a powerful healer,” says Smith. “Giving can also bring closure to a family after a challenging illness. Whatever the motivation, we must create opportunities that allow patients to show their gratitude by giving back to us.”

FOR MORE INFORMATION
Interested in learning more about UC Health Foundation? Visit www.uchealth.com/foundation.
Thank you for all that you do,

Richard Lofgren, MD
President and Chief Executive Officer
UC Health

Myles Pensak, MD
Chief Executive Officer
University of Cincinnati Physicians

UC Health is fortunate to have nearly 10,000 associates across our collective health system fulfilling our mission of delivering outstanding patient care, discovering paths to better health through research and educating the next generation of physician-scientist leaders.

You—the dedicated people who keep our network of hospitals, outpatient care sites and administrative offices running smoothly—make the difference, and we can’t recognize your efforts enough.

In this quarterly supplement, we are sharing stories about individuals who recently received recognition for going “above and beyond” in their jobs. We could fill volumes with these stories.

Please consider recognizing the efforts of your colleagues by nominating a peer for one of UC Health’s associate recognition awards. Information about each of the programs is included in this special section.
No Matter How Busy or harried her day, pharmacy tech III Patricia Pierson stays focused on getting patients’ medications right, because there’s no room for mistakes.

“I take pride in how cautious I am because people’s lives are in our hands. When I’m feeling too hurried or rushed, I tell myself stop and think. Then, I slow down and tell myself to be as careful as if I were preparing this prescription for my mother,” she says.

While safety and security are her constant companions, what Pierson enjoys most about her work is the challenge and variety it gives her. Before coming to Daniel Drake Center for Post-Acute Care 10 years ago, she worked in a retail pharmacy environment but didn’t really like “just dispensing meds.”

On a typical day at Daniel Drake Center, Pierson might do all of the following: fill IV batches for the next day, fill Pyxis machines for all units, draw up morphine, barcoding, compounding, packaging, and billing for the Skilled Nursing Unit. Recently, she took the lead on three special projects: converting all drugs in use at Daniel Drake Center to 16 new Pyxis machines; setting up Pyxis units at Christ Hospital on the Daniel Drake Center 30-bed, long-term acute care unit; and transferring HealthSouth Rehabilitation Hospital, which is on site at Daniel Drake Center, to its own, independent pharmacy department.

In the past year, Pierson has spent so much time working with Pyxis machines that she calls them “her babies” because, she says, “I built them!”

With her strong work ethic, knowledge base, and years of experience, Pierson is also involved in training new pharmacy hires, getting them off to a good start. She said it’s easy to create a culture of excellence within the pharmacy because, “There’s a lot of good teamwork going on, working together to get things done. We work hard, and we also have fun. I enjoy it.”

Pierson says jokingly that her work motto is, “The only way to do it is to do it!”

Erin Scott, pharmacy director, says, “Patty is a go-to person in our pharmacy. She always displays the RITE values, multi-tasks, and completes more than her fair share of the workload. She has a very positive attitude and is always available to answer a question or help a co-worker. She is someone we all count on to do the job well, completely, accurately, and even with a little humor. She is a shining example, and we are very blessed to have her on our team. We appreciate all that she does.”
It’s RITE to Recognize Program

Daniel Drake Center for Post-Acute Care’s “It’s RITE to Recognize” program spotlights deserving co-workers for consistently providing the RITE Core Values of Respect, Integrity, Teamwork and Excellence. We’re not able to list all of them here, but we have followed the model of Daniel Drake Center, which publishes a representative sample in its What’s Up biweekly newsletter.

Kimberly Clement, occupational therapist, “Thank you for your compassionate service and care to me. I have enjoyed being your patient. It is employees like you that make Drake Center a high-quality health care facility.”

Tracey Elliott, PCA, SNF, 2N, “I felt that Tracy went over and above to make my stay here at Drake very comfortable.”

Katie Hughes, respiratory therapist, “Devotion to your patients. You exemplify what it means to be a devoted caregiver. Thank you!”

Wes Hughes, EVS, “New to Drake, he took the time to take me somewhere rather than explain and have me potentially get lost. Great smile and very friendly.”

Marcus Keel, safety & security, “Hard worker, friendly, keeps the people at Drake safe…”

Sherry Smith, HUC, SNF, 2S, “Sherry was wonderful with getting all the charts together and arm band labels, as the four patients came in within a half hour at shift change.”

Quarterly Service Excellence Award

Patricia Pierson, Pharmacy Technician, Pharmacy

“Patty is being nominated by her peers for being a go-to person in our pharmacy. She has taken on many projects in the last year, including the Pyxis conversion, the HS pharmacy conversion and the setting up of the Pyxis units at Christ. For all of these reasons and so many more, her peers chose her to be the first ever Pharmacy Department Associate of the Quarter.”

(See full profile on page i.)

Nominees

Monique Adams, dietary (cook), food & nutrition services, “Monique is very dependable. She goes above and beyond making sure food for patients has good taste. Monique also plays a great role of being a team player. Whenever short staffed, she will help out without being asked. She observes what the needs are and follows through. Monique also represents her co-workers as well as management team. Glad to have Monique as an employee of the Drake Center.”

Molly Massey, conference center coordinator/food & nutrition services assistant, “Customer service and interaction with potential clients on the phone and in person is off the charts. Handles the food & nutrition services (FANS) administrative functions as well as juggling the conference center scheduling and event planning. Is valued and respected by all members of the FANS team.”
MELANIE REED, central scheduler at UC Health, enjoys being the first point of contact many patients have with the health system because she practices the Golden Rule.

Reed, who has scheduled diagnostic tests for patients since 2012, treats every caller the way she would want to be treated as a patient.

“I enjoy my job because I know what it is like being on the other end of the phone; sometimes a good attitude and a listening ear is all it takes to create a positive first experience,” says Reed.

“There is much more to scheduling than just getting our patients an appointment,” Reed adds.

Central schedulers are responsible for answering calls, creating a new patient account in Epic, verifying insurance and scheduling an appointment—all in a matter of minutes and always with a smile.

Reed and the other members of her team schedule all types of diagnostic tests for all UC Health locations. Last month, Reed’s team experienced a record-high call volume—2,720 calls.

When they’re not answering calls they’re making them, following up with physician offices that have indicated patients need appointments. She credits her team and her manager for being able to maintain a high standard of work.

“This department is the definition of teamwork,” Reed says. “None of us would be able to do it alone, but together we can offer each other support and make a difference to our patients.”

When she is not working Reed enjoys spending time with her husband and three adult children, and couponing with her oldest daughter.

“I learned how to coupon from YouTube videos,” she explained. “I don’t coupon for 200 yogurts, like you see people doing on TV—I don’t need that. But I have found that I will never pay for toothpaste or a toothbrush, and will pay a nominal fee for other hygiene products.”

Melanie Reed
RITE to Recognize Honorees
(July–September 2014)
Dennis Patrick, Ron Moss, Patrick Meyer: “All three of these maintenance staff assisted with door issues early one Friday. Without their “can do” attitude, several staff would have not gotten to their offices on time. Dennis even clocked in early to assist with door lock issues we had.”

Melanie Reed: “I’m not sure who owns the hospital scheduling department at 585-8378, but they need to know that Melanie is a STAR! I needed to schedule an EMG and she was friendly, professional, efficient, and accommodating.” (See full profile on page iv.)

Fran Matre: “Not only did Fran and her team turn around a lot of rush projects quickly and flawlessly, sometimes even ahead of schedule, but Fran was also proactive in identifying potential printing problems in advance and suggesting effective resolutions. Thank you!”

Katie Smith: “Following Katie’s well-deserved promotion, she continued to manage and complete all existing projects flawlessly, not letting details fall between the cracks even during a hectic and busy transition. She remained an effective member of her teams, contributing with integrity and providing excellence in all of her results.”

Christen Browne: “Thank you for your assistance with Epic training at West Chester Hospital. You do a great job helping us train our staff each month. Pat Harris really enjoys working with you. Keep up the good work!”

NOMINATING INFORMATION
The UC Health Business Center’s RITE to Recognize program is ongoing, and nomination cards can be found throughout the Business Center. They should be mailed to the listed human resources address.
“ATTITUDE IS GRATITUDE.” That’s a motto Jennifer Price lives by in her position at University of Cincinnati Medical Center where she’s a social worker in the emergency department.

She started her journey at UC Medical Center 20 years ago as a social worker in the Office of Decedent Affairs. Before joining the UC Health family, she was a social worker guiding at-risk youth at Lighthouse Youth Services and Friars Club in Cincinnati.

As a social worker at a large academic medical center, she comes across people from all walks of life. Some are patients, others have a loved one in the hospital and then there is that occasional visitor that simply needs help with everyday life obstacles.

Providing crisis counseling is a big part of what Price does on a daily basis but she doesn’t stop there. Being a supporter, listener, and simply a friend to all, not just the ones who may ask, is how she makes a tremendous impact on those she crosses paths with.

“Social work is about human experience,” Price says. “You must know yourself and be comfortable in your own skin and willing to be engaged with everyone.”

When she’s not proudly working at the hospital, she spends time with her family and pets. Two of her hobbies are buying flowers and plants and studying life itself. There isn’t a day that goes by that she doesn’t have flowers or plants nearby and each day she takes few minutes to smile and appreciate all that life has to offer.
NOMINATING INFORMATION

The University of Cincinnati Medical Center Service Excellence Awards are quarterly. Nomination forms are emailed to associates several weeks prior to the deadline and should be submitted to Judy Hughes at: judy.hughes@uchealth.com, 513-584-7690 (fax) or nuclear medicine, ML 577.

Physician of the Quarter
Jeffrey Sussman, MD, trained in general surgery and critical care surgery at the University of Michigan after completing medical school at UCLA and tumor immunology research at the National Institutes of Health. He joined the Department of Surgery at the University of Cincinnati in 1997. Sussman’s patients describe him as being very professional, caring, thorough and a great communicator. His commitment and concern for his patients comes before all else in his practice.

Employee of the Quarter
Jeremy Valerius, RN, is humble and quiet in his actions but someone whose actions do not go unnoticed by his peers, patients and patient’s family members. His demonstration of the RITE Values are many and the prevailing theme is one of genuineness and caring. He truly cares in such a way that he has a profound and lasting impact on those he helps.

Service Excellence Awards
Jennifer Price, MSW, is a social worker known for providing encouragement, motivation and support to all especially the patients. She’s described as being warm and welcoming to everyone at all times. No matter what is presented to her she will never stop trying to help those in need because she never knows when her words may have a positive impact on that one person who really needs it. Her words and actions are a constant reminder that one can never go wrong with kind words, a listening ear and actions that come from the heart. (See full profile on page vi.)

Gina Frommeyer, MSW, is a social worker who goes above and beyond her role to help patients. She recently demonstrated the RITE Values with a patient at University of Cincinnati Medical Center, even after he was discharged from the hospital. In every instance, Frommeyer defines exemplary service and UC Health’s RITE Values and is without a doubt so deserving of this award.

Lewis Stoffel, RN, has experience that is invaluable to the infusion team and other staff at the Barrett Cancer Center. He has the keen ability to adapt policies and procedures to reflect the ever-changing landscape of patient care. He’s described as being respectful to those he interacts with—a gentle guide to the patients—and shows integrity in that he’s a strong patient and nurse advocate. Stoffel is known to deliver on his commitments and accepts responsibility for his actions and the actions of those on his team. He is truly committed to UC Health’s core values in patient care and raises the bar of high standards to really define what an infusion nurse should be and is!

Tim McGrath is a unit coordinator known by the team on 8E as always going the extra mile to help patients, families and his fellow staff. He’s described as a joy to work with, true team player and selfless. Patient family members constantly comment on how nice and helpful he is. He always makes sure to ask the team what he can do to help and follows through on what is asked of him, all while smiling! Even though Tim doesn’t provide direct patient care, his support of the patient care staff on 8E yields yet another “breadcrumb” on the path to great patient experiences.

Unsung Hero Award
Plant Operations and Maintenance is an amazing team of professionals consisting of carpenters, electricians, plumbers, audio engineers, painters, HVAC experts, a sign maker and others. When one considers that they are responsible for work requests from everywhere on our campus, it becomes very clear how busy this group is every day. The many requests they are assigned are not always easy to fix and when adding in all of the regulatory requirements, their plates are certainly full! So much of what they do reflects upon the organization and creates first impressions. Each is truly an Unsung Hero.

Patient Experience Awards
To be eligible for this award, scores must rise over three consecutive quarters.

8NW improved their scores by 65 percentile points in the last two quarters.
CT scan department improved their scores by 39 percentile points in the last two quarters.
Outpatient Women’s Health Services at the Hoxworth Center improved their scores by 24 percentile points in the last two quarters.
WORKING IN HEALTH CARE runs in Maryann (Annie) Brown's family—four of her eight siblings have health care careers. But besides that, Brown, a medical records ROI specialist, just likes helping people.

If you visit the West Chester Hospital Business Center, Brown is the first person you’ll see when you walk through the front door. She cheerfully greets patients, visitors, and co-workers alike, while answering hundreds of calls a week, processing and completing record requests for physician offices, health insurance companies, subpoenas, disability and legal requests, as well as assisting patients who request copies of their records.

“Annie is the first smiling face you see at the West Chester Business Center and her position is much more than meets the eye,” says her manager, Donna Edmondson, director of government audits and manager of health information management. “Her position is important as she provides copies of medical information upon receipt of a valid authorization, in a timely manner for continuity of patient care.”

Brown, who has worked at West Chester Hospital for nine months, had an early interest in the medical field and, as a high schooler, volunteered at a laboratory doing data entry. She later worked as a pharmacy clerk and in a physician’s office.

“I enjoy seeing the patients and their families every day,” she says. “It’s a good feeling knowing that sometimes such a simple request that we are able to fulfill makes a world of difference for the families.”

Brown recalls a time when she felt that she was able to truly make a positive impact on a patient. Several months ago, she says, a patient came into the medical records office looking for specific documentation provided by her physician and which she had lost. She needed to provide the paperwork to her insurance company.

“I was able to help her get in contact with her doctor, whom she had attempted to reach several times on her own without any luck,” Brown recalls. “She was so overcome with joy when she actually got to talk with her doctor, and not a machine, that she broke down in tears and said she was very grateful for my assistance.”

NOMINATING INFORMATION

WOW Associate honorees are selected quarterly. To nominate an associate, fill out a form located in the main lobby of West Chester Hospital and mail it to the listed human resources address.
“WHEN DO I NEED to have this completed?”

This may seem like a simple question, but in the world of hospital care, an urgency to get things done efficiently with the patient’s wellbeing and comfort as a top priority speaks volumes.

For Becca White, medical assistant in the GI department, this statement is simply her mentality when it comes to working with patients. With five years of experience in the medical field, White is no stranger to the importance of excellent patient care, but through her two years at UC Health, she has seen the true effects of this first hand.

“This is the first place I’m working where I feel like I’m actually making a difference. I can see the effects of what I am doing in a positive way. The office I work in really listens to their employees and makes me feel valued for my suggestions,” White says.

White has offered various improvements to patient process, most recently noted in her exchange with ALS patients. Working in the office of Donald Schoch, MD, numerous requests to insert feeding tubes in ALS patients are received; a process that tends to be complicated and potentially difficult for the family and patient involved.

“After the visit with me, the patients and their families deal directly with Becca and she makes sure that what is obviously an emotional and somewhat difficult process gets accomplished as easily as possible. This is a great source of relief for me, the referring physicians, and most importantly the patients and their families. I know that if I ask Becca to do something, it will get done correctly and that all parties involved will feel that their problem or issue was dealt with in a caring and competent fashion,” says Schoch.

“We work to get these patients in efficiently and usually the process is complete in two weeks without any glitches,” White said. “It is a complicated process so it’s nice to be able to help someone in this type of situation. The patients that come in with this disease are so positive; I’m impressed and amazed every time I meet them.”

White’s passions outside of the hospital walls reflect the same can-do attitude she exemplifies as a medical assistant at UC Health.

“I love to go hiking and backpacking and just spend time outdoors with my dog. I own a canoe and enjoy taking it to the Little Miami River or East Fork Lake. I have done a little of the Great Miami but that one is a monster!” she says.

In her career as well as in her interests, White attributes her achievements to two very important people in her life. “I feel like I owe any success I have ever had to my parents,” White says. “They gave me a great example of what a smart professional looks like, works like, etc. I praise them because they laid that out for me and let me know how it’s supposed to happen.”

NOMINATING INFORMATION
The University of Cincinnati Physicians Caught Caring Award program is ongoing, and nomination forms are available on uchealth.com in the password protected area of “UC Physicians Faculty & Staff.” Get there by selecting “Associates & Staff” under “Quick Links” at the bottom of the uchealth.com homepage. See your manager to nominate someone for a Service Excellence Award.
EMILY MUSONZA, certified recreation therapist, has been at the Lindner Center of HOPE since its opening in 2008. One of her primary roles is to conduct groups on the patient care units, using creativity and activity to help patients develop personal insights, as well as knowledge and skills in coping with their mental illness.

Musonza has received numerous STAR awards from patients. One patient wrote, “Emily helped me see some things I can do in my life that add joy, fun and creativity.”

Another wrote, “She has just the right personality and knowledge to do a wonderful job. Emily’s groups were very relaxing and enjoyable; she has a personality that made you feel safe to talk free in group.”

Recently Musonza did a presentation at a regional Recreation Therapy Workshop on “Creating a HOPE Kit on an Inpatient Psychiatric Unit.” A HOPE Kit is a toolkit of personal items a person can use to help deal with stressors. In the presentation, Musonza shared the concepts behind the HOPE Kit, how to create a HOPE Kit, and how to run the HOPE Kit group on an inpatient unit for adults, seniors and adolescents.

Musonza’s manager describes her as “that employee you wish you could have a dozen just like her.” In addition to providing care to her patients, Musonza is considered flexible, dependable and easy to work with. She is truly a leader in her department.

In her spare time Musonza enjoys spending time with her husband, Tim, and 3-year-old daughter, Mia, as well as other friends and family. She particularly enjoys watching the Bengals win.
Cultivating EXCELLENCE

The Lindner Center of HOPE’s core STAR values are Service, Teamwork, Achieving excellence and Respect.

Debbie Agricola is “caring and always makes time to talk with patients one-on-one when they need it. She truly cares for every patient’s needs and will always go above and beyond for patients. She is the hardest worker I know. She has a great attitude every day. She never stops moving and is always looking to help. She is an awesome co-worker and always remembers birthdays and special occasions. She is always thinking of others. She helped me adjust here and made me feel so welcome when I was new.”

Fred Bishop’s efforts during the Sibcy House move “were exceptional. Without his leadership and personal effort in assuring we had all the electronics needed, this wouldn’t have been a successful move.”

Rick Blizzard is “very knowledgeable about Life Safety codes and Environment of Care standards. During Joint Commission surveys, it is the surveyor’s job to find areas for improvement. Rick did an exceptional job getting items resolved during the survey. Rick is a hardworking and committed team leader.”

Michael Boseman “went out of his way to be kind and helpful and made our day. We were in a hurry and he made things a lot easier for us and sent us away with gratitude and smiles. Thank you, again!”

FANS Team “you all did an awesome job of catering the employee open house for Sibcy. I know it’s a lot of extra work for everyone and it was greatly appreciated. Please tell all the FANS employees they rock!”

Keri Fenn is “a great team player always helping her coworkers throughout the day. The patients consistently tell staff how helpful her groups are and how supportive she is. Keri is truly an asset to LCOH. Thanks Keri!”

Mike Grossi is “a great balance of what a great boss should be. I appreciate the level of encouragement and feedback Mike provides and his straightforward approach. Thanks for all you do, Mike!”

Rogher Hargus and Kathleen Neher “worked tirelessly to ensure the move from the old Sibcy unit to the new one was as smooth as possible. Their dedication to the success of this program is noticed by staff.”

Karen Herlihy’s preparation and presentation to Joint Commission “was outstanding, prompting superlative comments from the survey team. This occurred while managing an unusually high volume of medical staff credentialing.”

Joey Isaacs has been “a huge support in getting ADTP ready to be running. He has pitched in and come to the rescue so many times. I am so grateful to be working with such a wonderful, committed person. Thank You Joey!!”

Lynette Jackson for doing a fantastic job during the June 25 Joint Commission visit “when talking with the surveyor on Adult North, Lynette responded very professionally and positively. Thank you for all you do.”

Kelly Jones “volunteered to help out on a project to help prepare for the upcoming visit from Joint Commission. It took her two days from her normal responsibilities. Thank you so much for helping with this project.”

Kelly Mathis went “above and beyond her scope of duties to help make the center’s ODH survey and Joint Commission survey a success. Thank you Kelly for your support and all you do here! Without a second thought, she provided assistance during the Joint Commission survey. She was extremely helpful ensuring various computers were set up appropriately, running reports and assisting the surveyors during record review. Thank you for being a great part of the team!”

Krista Million is “always kind and considerate. She works hard and is a team player. When making choices she uses wisdom and gentleness. Thanks Krista for all you do!”

Shelley Paulette “stayed late to help me with my charting so I could be on time to attend a training class. Shelley even offered to come back after the training if we were unable to complete all the charting beforehand. Thank you for being an awesome team player, Shelly!!”

Lynn Raver is “an amazing ASC/Supervisor who is always willing to help out when needed without even asking. Not only did she assist us with our new patients when we were busy, but also dealt with a difficult situation. Thank you so much for everything you do.”

Kris Riffe came in on his day off to teach DBT skills to the new ADTP staff. He committed four hours to help train them and did an amazing job! We are all grateful for his time and commitment.”

Jane Schimweg is “more than willing to lift an extra hand to help out her fellow co-workers when a shift needs coverage. She goes more than the extra mile, and for that she is better than a STAR; she is a bright shining planet. Thanks Jane for all you do.”

Andrea Shropshire is “always in a cheerful mood and willing to help patients. Andrea is a wonderful, dependable teammate to work with too!”

Lin Thomas receives patient compliments every month. The common theme is her kind and caring style described by these comments: “extremely positive,” “she is very kind and really seems to care,” “she is always willing to do anything to help make this stressful and difficult time more bearable,” “observed her interactions with many patients and always saw loving care and respect,” “demonstrated such great compassion and total infectious enthusiasm that I gained hope through contact with her.”

Continues on next page

NOMINATING INFORMATION
Employees can nominate co-workers for a STAR Award by completing forms available at time clocks and in the human resources department. Winners are selected monthly.
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**Patient Compliments**

Deirdre Deatherage “was great!! Took me in that first day and was my initial point of stability. It was hard saying goodbye last night. Eva Columbus was another nurse who helped me at a critical point on my third day here. Lin Thomas, Taryn Carlson & Julie Spates all rocked at teaching me in group. I love y’all. Thanks for impacting my life."

“The care I received from Jessica Greany was superior. I have never felt safer or more relaxed than when talking to her and she related well to my situations and did everything above and beyond she could to make my time here easier and more soothing. Dr. Kassar was also wonderful and Jeff Slaughter the social worker, too. They were two of the best resources for helping me plan my treatment after inpatient and answering any and all questions I proposed.”

“Group therapy was tremendous in my recovery. I received compassionate care from all the staff, but feel John Garrison, Keri Fenn and Skylar Chew really went out of their way to help me, and are extraordinary at what they do.”

“The support here was outstanding. I felt so wonderful with Kathryn Connor; she had all the answers for me. She was incredible, just awesome. I was so happy I had someone like her. The rest of the staff was great as well.”

“The overall experience at LCOH was very supportive and the overall care was excellent. Deirdre Deatherage gave such supportive counsel and helped me manage several moments of crisis as well as side effects from a new medication. Barb Eaton, Jane Schimweg, Jenn Cornes, Lin Thomas, Lynn Gordon, Dr. Bradshaw and Deirdre Deatherage all demonstrated the best overall excellence in my care. Lin Thomas went the extra service mile by procuring detailed information for me about my diagnosis and symptoms upon my request. I must include the EVS staff members Avis Hagemeyer and Jerry Allen as outstanding employees due not only to the great job they perform but also due to their kind and often humorous interactions with me. Thank you all!”

ECT Staff: “Thank you so much for taking good care of me. Even though I didn’t tolerate my treatments, I still looked forward to them because you made me feel so safe. You helped so much. I am thinking of being an ECT nurse. I feel I could have a major impact on a person’s life and feelings of self-worth the way you did mine. Thank you so much.”

“John Garrison has helped me every single time I’ve been here as an inpatient. Years ago when Lindner first opened I was here as an inpatient for the first time and we were taken down to the café to eat and I got overwhelmed and started crying. John took me and my tray back to the unit and calmed me down. I will remember that help you gave me forever and THANK YOU!”

“Desmond Hall was very helpful and was very concerned with our wellbeing. He is very kind and helpful. The staff member Lin Thomas was very helpful, kind and really took the time to invest herself into our recovery as well. Adam Dunn was absolutely wonderful, too. Adam is extremely nice, courteous and very helpful. Thank you Lindner Center for being here for those of us who need a little extra help in life. Thank you.”

“Kayla Lee is very caring and supportive. She works really hard at her job and is always willing to help. She is easy to talk to and has helped me feel more at ease during my stay.”

“I had a fantastic experience at the Lindner Center of HOPE. The staff here is amazing! They are truly some of the most caring and empathetic people I have ever met and really helped me work through a lot of issues during my time of crisis and aided in my recovery. My social worker, Dan Mullikin, and my psychiatrist, Dr. Kassar, were especially helpful. Also I would like to give special recognition to Jessica Greany who would also go above and beyond to make sure I was OK and talk to me when I was having a bad day and whose groups were always outstanding. Thank you for all of your help!"

“My social worker, Mr. Jeff Slaughter, was EXCELLENT and made it extremely easy for me during this stay and for my appointments after discharge. Also my doctor, Dr. Kassar was very kind, extremely helpful. I am very glad I chose to come to such a great place with such a wonderful staff.”

“Shelley Paulette was awesome and very relatable and understanding. I felt she truly cared. Matt Lucas, Hallie Burger and Holly Rentz are great attributes to Sibcy. Overall I am coming away with great information that will help me the rest of my life and others as I share what I have learned while here. I loved all the groups and even when I thought they wouldn’t relate to me, I still ended up getting something positive that I could apply to my life.”