Primary care is the starting point for health care, and UC Health is delivering quality care to patients and working with specialists to efficiently move those patients through the system for the best outcomes.

“Our vision is to create a patient-centered network,” says Nita Walker, MD, UC Health’s vice president for primary care and an associate professor in the UC College of Medicine’s internal medicine department. “We aim for comprehensive, integrated care for each patient.”

Walker says that all UC Health primary care practices will be organized under the Patient-Centered Medical Home model by next fiscal year; half of them are already using the model.

The Patient-Centered Medical Home is a health care model that facilitates partnerships between individual patients, their physicians and their families, when necessary. It focuses on disease prevention and maintaining good health, with primary care physicians coordinating care with specialists to tailor care to a patient’s specific needs.

Registries, information technology, health information exchange and other means are used to ensure that patients get what they need, when they need it.

“Applying this and the Centers for Medicare and Medicaid Services (CMS) Comprehensive Primary Care model, we hope to coordinate care across all of UC Health,” Walker says.

Walker adds that these models are important for patients who have chronic, multi-system diseases who need someone to help them navigate the system seamlessly.

“Studies have shown these models improve the way care is delivered to patients and result in better patient outcomes,” she says. “The primary care network continues to grow, and we’re recruiting physicians who are committed to quality, patient-focused care.”

### ABOUT THE CARE MODELS

**Patient-Centered Medical Home:**
- Improves physician-practice reimbursement from select payers for care management.
- Three UC Health primary care practices recognized for excellence through the National Committee of Quality Insurance. Seven additional sites engaged in process.

**CMS Comprehensive Primary Care:**
- Extends the Patient-Centered Medical Home concept with risk-stratified care coordination across UC Health.
- Improved coordination and resource utilization across UC Health system.

### New to UC Health Primary Care:
- Lauren Ashbrook, MD
- Craig Gurney, MD
- Jeffry Ushupun, MD
- Sharice Wood, MD

### APPOINTMENTS & REFERRALS
UC Health Primary Care has 60-plus clinicians at outpatient locations across Greater Cincinnati. For appointments, call 513-475-8000.
Recognizing Employee Excellence—Internally and Externally

COLLEAGUES,

People are what make an organization great, and celebrating the outstanding work of our employees starts internally. Taking pride in what we do—and the quality of the care we are providing—reflects outward in the way our patients and the overall community perceive our organization.

We highlighted a handful of people who make UC Health great in a special supplement in last month’s Connected. We plan to do this again, so please nominate deserving colleagues for the site-based award programs. (See the July 2012 Connected or your HR representative for details about programs at your facility.)

To those who are able, I encourage your participation in the Cincinnati Magazine Top Docs survey (see details at right). And remember that the interactions we each have with one another and our patients are how we deliver on our commitment to excellence.

MYLES PENSAK, MD
Chief Executive Officer
University of Cincinnati Physicians

Cincinnati Magazine is currently soliciting nominations for its “Top Docs” issue, which will be published in January 2013. Paper and electronic ballots have been distributed to all physicians registered with the state medical boards in the magazine’s catchment area: Hamilton, Butler, Warren and Clermont Counties in Ohio; Boone, Kenton and Campbell Counties in Kentucky; and Dearborn County in Indiana.

A few key points to be aware of:

- The Top Docs survey is intended to have doctors voting for their peers and, unfortunately, does not recognize (or allow voting from) other medical professionals such as nurses. Cincinnati Magazine checks nominees and nominators against their master lists from the state medical boards to help identify duplicate or false ballots.

- Physicians cannot vote for themselves. The ballot requires you to identify yourself when nominating someone or it will not be counted.

- There is no limit regarding the number of doctors listed as Top Docs in each specialty. Results are entirely based on the number of votes an individual receives. Physicians must receive at least five votes to be listed.

- Votes must be cast by Friday, Aug. 24. You may already have received your print ballot. If you prefer to vote online, you can do so at surveymonkey.com/s/TopDocs2013.

Cincinnati Magazine has an estimated readership of more than 256,000, and many residents in the Greater Cincinnati region look to the Top Docs issue as an important resource for finding quality health care.

Please identify yourself and your colleagues as “UC Health” with your specialty (for example, UC Health Surgical Oncology) for consistency. This will help the community understand that we’re all involved in providing a network of quality health care.

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 region’s quality health care partner and a national leader in solving complex medical problems

UC HEALTH VALUES

- Respect
- Integrity
- Teamwork
- Excellence
Adult Partial Hospitalization Program for Mood, Anxiety Disorders Opens at Lindner Center of HOPE

Lindner Center of HOPE now offers an adult partial hospitalization program designed for individuals whose functioning is impaired by mental illness but who do not meet the criteria for hospitalization.

The adult partial hospitalization program began May 7, providing intensive treatment in a safe and therapeutic environment without full hospitalization. It operates Mondays through Fridays from 8:30 a.m. to 4:30 p.m., with enrollees attending for up to four weeks. There is some flexibility in design, so the treatment team and the enrollee can work together to create the right treatment plan.

Partial hospitalization helps patients progress to a point where standard outpatient appointments can be effective. The program is also used as a step-down program from hospitalization, with the intent of gradually easing an adult back into his or her home environment.

“The initial response to this program has been positively overwhelming,” says chief nursing officer Lynn Adams. “It is clearly meeting a need for patients as a transition, or to provide intensive services in an effort to avoid further illness requiring hospitalization.”

The program includes group therapy, supportive individual therapy, pharmacotherapy and medication management, a psychiatrist’s evaluation of the individual patient and lunch in the center’s dining room.

Individuals 18 and older who are experiencing emotional or behavioral issues significant enough to affect daily functioning or quality of life may qualify for the program. Diagnoses include mood disorders, such as depression and bipolar disorder, anxiety disorders, eating disorders, adjustment disorders and thought disorders not requiring hospitalization, such as paranoia and hallucinations.

For appointments and referrals, call 513-536-HOPE (4673). More information is available at lindnercenterofhope.org.

About the Lindner Center

Lindner Center of HOPE is a free-standing mental health center in Mason, Ohio. It opened Aug. 18, 2008.

Following votes by their respective boards in May 2011, UC Health and Lindner Center of HOPE are integrating their clinical, research and educational missions. Structurally, the center remains a separate corporation from UC Health (although jointly owned by UC Health and the Lindner Family Foundation), but there is integration with UC Health through oversight of administrative functions. Lindner Center of HOPE is identified as a member of the UC Health family of hospitals and physicians.

Lindner Center of HOPE is affiliated with the UC College of Medicine, and its psychiatrists and behavioral health specialists are faculty members of the department of psychiatry and behavioral neuroscience. Paul Keck Jr., MD, is president and chief executive officer of the center and professor and executive vice chair of the department of psychiatry and behavioral neuroscience.

“The initial response…has been positively overwhelming. [The program] is CLEARLY MEETING A NEED for patients …”

Lynn Adams
Chief Nursing Officer, Lindner Center of HOPE

Lindner Center of HOPE Services

- Acute adolescent/adult inpatient care
- Outpatient programs, age 2 and above
- Adult care in a short-term residential setting
- Adolescent care with a family focus
- Women’s mental health program
- Transcranial magnetic stimulation therapy
- Electroconvulsive therapy
- Supported employment program
- Spiritual care services
HIPAA Requires Use of Reasonable Safeguards

Did you know that HIPAA requires that you use reasonable safeguards when you use and disclose protected health information (PHI)? Reasonable safeguards are the common sense protections that a prudent person would use to protect health care information that they are using, handling and disclosing when treating their patients. The use of reasonable safeguards is a measure that can save you from being found in violation of the HIPAA privacy regulations.

Reasonable safeguards apply to all PHI—whether it is in paper, electronic or verbal form. If there is a disclosure of PHI and reasonable safeguards are in place, the Office for Civil Rights (OCR), with jurisdiction over HIPAA, can find that the disclosure was an “incidental disclosure” and not a violation. An incidental disclosure occurs secondary to a permissible disclosure when reasonable safeguards are in place. Without the use of reasonable safeguards, the OCR can find you and UC Health in violation of the regulations leading to monetary fines and penalties up to $1.5 million.

UC Health has a reasonable safeguards policy (see UC Health Intranet or your manager for a copy) that has a non-exhaustive list of reasonable safeguards. For example, one reasonable safeguard is to determine who is with the patient and if they permit you to discuss their PHI with a visitor or family member present before you make the disclosure. The patient or their legal guardian has the right to determine who can share their PHI, and we can’t assume it’s okay to make a disclosure because a patient permits a visitor to be with them at the bedside. It’s highly recommended that you read the policy and adopt regular use of reasonable safeguards. In the event of a privacy breach and OCR investigation, the OCR investigator always asks the health care provider to detail the reasonable safeguards they had in place.

HIPAA is becoming more stringent at the same time CMS has expanded patient visitation rights. It’s a good time to review your practices to assure they would survive examination by the OCR.

In the event there is a breach of a patient’s privacy please contact your manager immediately. They will give the information to the director of privacy for follow-up. UC Health has an obligation to report breaches to the patient and to the OCR. There is no retaliation for making a privacy complaint or bringing one to the attention of UC Health.

If you have any questions on reasonable safeguards, please contact Mary Lopez, UC Health corporate director of privacy and HIPAA, at mary.lopez@uchealth.com or 513-585-7155.
Rick Huffman, 53, decided to go see his family physician in the spring of 2012, when he couldn’t swallow food and was having trouble breathing.

“My doctor thought it might be my heart and sent me to a cardiac specialist in the area,” he says.

However, the specialist didn’t find anything, and as Huffman continued to get worse and lose weight, other specialists tried to uncover what was making him so ill.

“They took ultrasounds to look at my kidneys, my liver and my gallbladder. They took samples from polyps in my upper and lower gastrointestinal tract—but they found nothing, and I was still having problems,” he says. “I continued to go back to my family doctor who at one point prescribed anxiety medication because he thought it might all be in my head.”

One day, Huffman could barely take a breath, and his aunt urged him to go UC Health University Hospital for an evaluation.

“They did a CT scan and found out within two hours that I had a tumor on my bronchial tube, which was causing all of my difficulties,” he says.

Sadia Benzaquen, MD, a UC Health interventional pulmonologist and bronchoscopist—the only one of his kind in the Tristate—was able to place a bronchial stent, which opened the passage, allowing Huffman to have immediate relief from his symptoms.

Benzaquen is an assistant professor in the division of pulmonary, critical care and sleep medicine at the UC College of Medicine.

“I felt 100 percent better, and I am even able to work a few days a week,” he says, adding that he owns his own painting company, Huffman Painting, Inc.

Huffman is now being treated by Nagla Abdel Karim, MD, PhD, a UC Health hematology oncologist and an assistant professor at the UC College of Medicine, and is undergoing chemotherapy radiation for his tumor.

Karim and Benzaquen are part of the UC Cancer Institute.

“I’ve had a fantastic experience with the physicians at UC Health and wouldn’t go anywhere else for my care—or let my family go anywhere else,” he says. “I was totally blown away by the team; it took hours to find the problem when other doctors in the area couldn’t find the problem in months. I’m amazed by their expertise and appreciate everything these doctors have done for me. It’s overwhelming.”

“How we make a difference

Brochial Tube Stent Provides Relief for Patient’s Unexplained Breathing, Swallowing Trouble

“I’ve HAD A FANTASTIC EXPERIENCE with the physicians at UC Health and wouldn’t go anywhere else for my care—or let my family go anywhere else.”

Rick Huffman

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>> APPOINTMENTS & REFERRALS

For appointments with UC Health Pulmonary, Critical Care and Sleep Medicine, call 513-475-8523.

For appointments with UC Health Hematology Oncology, call 513-584-8500.

A full list of specialists is available at ucphysicians.com.
Cain Appointed Vice President, Revenue Cycle
Craig Cain has been appointed vice president, revenue cycle, for UC Health. He will be responsible for all functions operating within the hospital revenue cycle, including “front end” tasks that reside at the hospital sites (admitting/registration, utilization review, financial counseling, revenue assurance and medical records) to the “back end” functions that reside at the UC Health Business Center (access unit, billing, customer service, self pay, revenue cycle systems support, chargemaster services and government auditing.) Cain’s initial priorities are steering Epic Electronic Health Record hospital billing to a successful go-live and assisting with the ICD-10 diagnostic coding system implementation. Cain will report to Gayla Harvey, senior vice president, strategic planning/business development, revenue cycle and payer relations. Cain holds a bachelor’s degree in business administration from Cumberland College in Kentucky.

Maloney Appointed Vice President of Payer Relations
UC Health has promoted Tim Maloney to vice president, payer relations, effective immediately. Maloney has been a member of the payer relations department since 2002, serving as a director of contracting with responsibility for a mix of major and medium governmental and commercial payer negotiations. Prior to UC Health, Maloney served as the chief operating officer of St. Elizabeth Physicians Group. He has a bachelor’s degree and a master’s in health services administration from Xavier University. In 2010, he earned his law degree from Northern Kentucky University.

UC Health Joins Aetna Network
UC Health has joined Aetna’s network of participating providers. The insurance company’s members began receiving full in-network benefits for care administered by UC Health as of Aug. 1, 2012. The new agreements extend through July 31, 2015, and include all UC Health entities: University of Cincinnati Physicians, University Hospital, West Chester Hospital, UC Health Surgical Hospital and Drake Center.

University of Cincinnati Physicians and UC Health hospitals will participate in Aetna’s commercial and Medicare Advantage plans. For hospital agreement questions, contact Elizabeth Fueston Oliver at elizabeth.fueston@uchealth.com or 513-585-6309. For physician agreement questions, contact Tashawna Thomas-Otabil at tashawna.thomasotabil@uchealth.com or 513-585-6327.

UC at the Zoo Day Offers Discounts, Special Entertainment
Join your UC Health and UC colleagues Saturday, Sept. 8, 2012, for UC at the Zoo—a special evening of family fun and entertainment exclusively for UC and UC Health. Doors open at 4 p.m., with special events beginning at 5:30 p.m. Expect all-ages scavenger hunts, face painting, animal meet and greets, UC Pep Band performances and Cheetah Encounters (all after the park officially closes to other visitors).

Advance ticket purchases are preferred. Tickets are $7 per person and include parking. Because this is a special event, zoo memberships do not apply. Find details and purchase tickets at uc.edu/zoo or in person at the MainStreet Connection Center in Tangeman University Center on UC’s campus.

West Chester Hospital Recognized for Outstanding Patient Service, Safety by HealthGrades and Leapfrog
UC Health West Chester Hospital was named a recipient of the 2012 HealthGrades Outstanding Patient Experience Award. This distinction ranks West Chester Hospital among the top 10 percent of hospitals nationwide based on an analysis of patient satisfaction data for 3,837 U.S. hospitals by HealthGrades, the leading provider of information to help consumers make an informed decision about a physician or hospital. Eleven hospitals in Ohio received the patient experience award, and West Chester Hospital was one of only two in the Greater Cincinnati Region and Dayton Region to be recognized.

In addition, patient safety organization Leapfrog Group gave West Chester Hospital an “A” rating in its recently released Hospital Safety Score “report cards.” Leapfrog determined hospitals’ scores based on publicly available data on infections, injuries and errors. The scores were assessed from 26 measures that include falls, trauma, central line-associated bloodstream infections, pressure ulcers, surgical safety and hand hygiene, among others. Many of these measures are dictated by the Centers for Medicare and Medicaid Services and the Joint Commission, both nationally recognized health care quality assurance organizations. •

The SUNFLOWER REVOLUTION BICYCLE RIDE—which raises funds for Parkinson’s research—returns to Loveland SATURDAY, SEPT. 8, 2012. It will coincide with the Sunflower Revolution Symposium and Expo, a free educational event. Find symposium details at ucgardenercenter.com/events. Register for the ride at imathlete.com/events/SunflowerRevolutionRide.
Lucas Named Pathology Chair

Fred Lucas, MD, has been appointed chair of the UC College of Medicine’s pathology and laboratory medicine department, effective July 1, 2012. Lucas has been instrumental in the successful effort aimed at bringing anatomic and clinical pathology services back in house at UC Health University Hospital—imperative for training, patient care and clinical trial work. He has been actively involved in recruiting new faculty to the department and has made numerous contributions to the education of pathology residents, clinical fellows and second-year medical students. Lucas is a graduate of the University of Missouri School of Medicine in Columbia, Mo. He completed a fellowship in anatomic and clinical pathology at the Cleveland Clinic Foundation in 1979. He joined UC’s faculty in 2007 and in 2011 was named vice chair for clinical services and medical director at the University Hospital Clinical Laboratory.

Hospital CEOs Named Top Physician Leaders

Becker’s Hospital Review, a national publication offering business and legal news and analysis to hospitals and health systems, has named both W. Brian Gibler, MD, UC Health University Hospital chief executive officer, and Kevin Joseph, MD, UC Health West Chester Hospital chief executive officer, to its list of “100 Physician Leaders of Hospitals and Health Systems.” Inclusion on this select list is based on the leaders’ health care experience, awards and recognitions as well as their commitment to quality patient care. To obtain this type of qualitative and quantitative data, Becker’s solicited peer nominations which were further verified and condensed into the top 100 by a group of industry experts. Gibler and Joseph also serve as emergency medicine faculty at the UC College of Medicine.

Veterans on Cross-Country Bike Tour Visit UC Health Drake Center

Members of the World T.E.A.M. Sports disabled vet cross-country bike team (in blue shirts, back row) visited UC Health Drake Center patients Thursday, July 12, to share inspirational messages of perseverance. Joe Gavigan (far right), General Electric (GE) engineer and former Drake Center patient, served as the impetus for the visit. GE Aviation hosted the stop in Cincinnati.

UC Health-University of Cincinnati Physicians Launches Mobile Website

University of Cincinnati Physicians has launched a mobile website. People accessing ucphysicians.com on a smartphone can now find a physician by searching last name or specialty. Features of the University of Cincinnati Physicians mobile-optimized website include:

- Ability to search by last name or specialty
- Auto-complete functionality for keyword search
- “Click to call” to reach physicians to schedule an appointment or refer a patient
- Provides door-to-door directions to your physician’s office
- Accessible on iPhone, Android and Blackberry smartphones

University Hospital’s Arvin Named CFO of Year Finalist

The Cincinnati Business Courier has selected Doug Arvin, vice president and chief financial officer of UC Health University Hospital, as a finalist for its annual CFO of the Year award. Winners in five categories will be named Aug. 23.

Barrett Center Earns ACS Accreditation

The UC Health Barrett Center was recently granted a three-year accreditation renewal and commendation from the American College of Surgeons and its Commission on Cancer. The outpatient cancer care facility received commendation for five standards: outcome analysis, quality of patient care, clinical trial accrual, prevention and early detection programs, and cancer-related quality improvements.

CLINICAL TRIAL SPOTLIGHT: Fibromyalgia Medication Research Study

WHAT: Research study to look at how safe and effective an investigational medication is for teens who have symptoms of fibromyalgia.

WHO: Teens 13 to 17 years old who have been diagnosed with fibromyalgia or who have had muscle aches or pains for at least three months may be eligible to participate.

COMPENSATION: Participants will be compensated for time and travel.

DETAILS: For more information, contact Kerri Earles at kerri.earles@uc.edu or 513-475-8113.

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Debra Lampe
Perinatal Nurse Clinician, UC Health Obstetrics and Gynecology

We’re all
UC Health

PERINATAL NURSE CLINICIAN Debra Lampe knows that a myriad of conditions can place a pregnancy in jeopardy. There’s high blood pressure, diabetes, cystic fibrosis and pulmonary disease to name a few, but it’s Lampe’s job to assist high-risk mothers-to-be manage their health and that of the baby during the months leading up to delivery.

The greatest reward, Lampe says, is seeing a positive outcome and sharing in the joy when a mother comes back to visit with baby in tow. There is also tragedy, but often, Lampe says, patients express overwhelming and humbling words of appreciation. One patient, now pregnant with her fifth child—the third child under Lampe’s care—has even taken to calling Lampe her “BFF” (Best Friend Forever).

“I’ve always worked in some aspect of obstetrics … it’s where I belong,” Lampe says from her office at the UC Center for Women’s Health in the Hoxworth Building where she spends clinic hours directly counseling patients on medications, diet and lifestyle.

Lampe says her job does not end at 4:30 p.m. Her physicians know they can contact her if they need to communicate about a patient seen in triage in the wee hours of the night.

“I’ve learned to have my resources very close to me at all times,” Lampe says with a smile in her voice when referring to the learned efficiency of a nursing career that spans three decades, seven years spent in labor and delivery.

Since coming on board at UC Health in 2005, Lampe ramped up her skill set by completing her RN to BSN training (Wright State University, ’09) and began working toward her master’s in nursing at the UC College of Nursing. She is four semesters shy of becoming a women’s health nurse practitioner.

While she’s making professional improvements, Lampe also notices UC Health’s improvements, citing the UC Health logo and branding as an obvious boost to the health system’s image: “There’s uniformity now … we look more professional and more connected.”

“I’ve always worked in some aspect of obstetrics … it’s where I belong.”
Debra Lampe