We choose to make our community better, stronger and healthier.

We treat. We teach. We heal. We discover. We push technology to the limits. We clean hallways. We deliver babies. We make spreadsheets and beds. We care for patients and families. We serve food. We do many different things—all for one reason—because we love our city and we want to help change people’s lives for the better.

We’re working hard every day to make the community in which we live, play and work a little better, a little happier and a whole lot healthier.

A Letter from the CEO

I feel privileged to now call Cincinnati my home. I knew from the moment I stepped on the campus at UC Health that Cincinnati was where I wanted to be. The energy, the people, the intelligence and advanced, innovative medicine being practiced at UC Health were unique to every other place I have visited. That’s why I choose to call Cincinnati my home; why I embrace the Queen City’s rich history and vibrant culture; and why I am so looking forward to being part of the talented and dedicated team that serves as the Cincinnati region’s only provider of advanced specialty care.

At UC Health, we are profoundly committed to providing the best possible care for our friends, family members and neighbors—the people who make up the Cincinnati community—and the many people who come to Cincinnati to benefit from our advanced specialty care. We’re making a promise to our community that regardless of how straightforward, routine or advanced and complicated the illness or injury is that you may have—whether it’s delivering a baby, mending a broken bone, visiting a primary care physician to receiving an outpatient bone marrow transplant, participating in a groundbreaking clinical trial or learning to walk again—you can get world-class care right here in Cincinnati at UC Health.

We’re bringing our “A” game to revolutionize health care in our very own backyard and across the country, and to serve as a leader and demonstrate the very best care in the world. And we’re doing that through teamwork and by putting you, our patient and community, first. We’re choosing to find new ways to treat medical issues. We’re choosing to be the best in our field. And we’re choosing to do anything we can to help make Cincinnati a healthier, happier place to live.

Sincerely,

Richard P. Lefgren, MD
President & CEO, UC Health
Bringing the best medicine home to Cincinnati

We work hard to give our neighbors hope. That’s why we bring the latest thinking and innovations from around the world back to Cincinnati. And we’re constantly researching and developing our own medical breakthroughs right here at home, too.

Helping People Walk Again

The Ekso™ Bionics exoskeleton is making the impossible possible—it’s helping people walk again. For Carolina Hatton, it brings renewed hope. Carolina was injured in a 2009 car accident that left her paralyzed from the waist down when she was just 18.

“One of the things I would love to do is just stand up and hold my son,” she said. “The Ekso™ gives that dream a fighting chance in what sometimes seems like a one-sided battle.”

The UC Neuroscience Institute is one of only 30 facilities in the world to offer this innovative technology at our Daniel Drake Center for Post-Acute Care. Here, paralysis patients strap on the Ekso™ exoskeleton robot to help them stand and walk. A physical therapist uses a control pad to program the desired walking parameters, such as step length and speed, and controls when Ekso™ stands, sits and takes a step. The therapist can also modify Ekso™ to allow the patient to initiate steps independently once they are able to balance comfortably. Independent movement is what’s giving our patients hope and re-energizing their commitment to physical therapy.

Caring for the Tiniest Hearts

As one of the first and most experienced Level III neonatal intensive care units (NICU) in the area, we combine the highest standards of care, best practices and science-driven options to care for our pint-sized patients. We are constantly amazed at the strength and tenacity our babies and their families show day in and day out. In the NICU, miracles really do happen every day.

Breakthrough Research on Chest Pain

We’re conducting innovative research to determine if injecting a patient’s stem cells directly into their heart will help reduce episodes of angina.

Angina is chest pain that occurs when the heart muscle doesn’t get enough oxygen-rich blood. The study currently underway is investigating if stem cells will help form new vessel networks to deliver more blood flow to the heart. More blood flow to the heart will mean fewer episodes of angina, and may help lessen symptoms when an episode does occur. We’re excited about this research and what it could mean for our patients here and across the globe—a better quality of life.

We choose to Reach for Miracles

People walk again  ▶ Chest pain breakthrough  ▶ Preemies thrive

UCHealth.com
Keeping our community healthy for generations to come

Today, our commitment to education extends beyond our academic medical center to the people of Cincinnati. We’re reaching out directly to our neighbors, young people and business leaders to ensure our community stays healthy for generations to come.

Teaching the Next Generation of Health Care Experts

We’re committed to helping local students develop the knowledge and skills needed to succeed in the workplace. Our experiential learning programs range from high school job shadowing to college internships, with programs designed specifically for unique student populations.

Each year, we offer high school students hands-on experience in health care through our Medical Explorers Program. And each year, we help dreams become reality with college scholarships for students interested in pursuing careers in health care.

Free Educational Seminars Help Our Neighbors Improve Their Health

We’re making it easier than ever for people to get the in-depth information and expert counsel they need to better understand and manage their health. This year, more than 1,200 people took advantage of our free health education seminars at West Chester Hospital. Sessions were held twice a month, with topics ranging from skin cancer to diabetes. The dialogues not only gave people convenient access to leading specialists but also gave us a better understanding of patient perspectives and community needs.

Helping Women and Minority-Owned Businesses Succeed

We believe it’s essential to support businesses that reflect the diversity of the community we serve. That’s why we host weekly educational/networking sessions for local women and minority business owners. Diverse suppliers are invited to present their services and obtain valuable feedback on their promotional and presentation skills. The program not only gives these business owners direct access to UC Health decision makers, it also provides them a forum for learning, networking and problem-solving with their peers.

We choose to Educate

The future health care workforce • Our community • Women & minority business owners

*Before joining the program, I had my mind set on becoming a corporate attorney. The Medical Explorers Program helped me discover I had a genuine interest in pursuing dentistry, and then helped make that dream possible. My goal is to one day serve the community as chief dental officer for a public health facility.*

—Dominique Frances, Medical Explorers Program participant, scholarship recipient and pre-dentistry major at The Ohio State University

UC College of Medicine by the numbers, 2013-2014

4,944 Applications received
171 Entering students
509 Graduate students
247 Post-doctoral fellows
627 Residents at UC Medical Center
397 Residents at Cincinnati Children’s Hospital
Caring for all people throughout the entire Tri-State

We’re choosing to do more, for more people, in more locations. From West Chester to Florence, Western Hills to downtown, we offer our neighbors the full spectrum of health care services, with specialized programs for unique patient populations.

A Medical Home for Women

This year we opened UC Health Women’s Center, Cincinnati’s premier prevention, treatment and research center for women’s health. Built on the foundation of a strong patient-provider relationship and supported by a collaborative approach to care, the center is the region’s first true medical home for women. Here, patients and providers work together to achieve optimal personal health and wellness and to advance women’s health care in Greater Cincinnati.

We empower women to achieve greater health by ensuring each woman has:
• a primary care physician to be her champion, partner and go-to resource
• access to comprehensive services and the region’s best specialists for key women’s issues
• a support network to guide her on her health and wellness journey

A Lifeline for Our Neighbors in Need

Caring for the underserved is central to our foundation and our mission as an academic medical center. Day in and day out, we provide compassionate and comprehensive care for Cincinnati’s most vulnerable adults, regardless of their ability to pay.

Keeping Executives Healthy

We’re reaching out to our community’s business leaders to ensure their health remains a priority in their hectic lives. Our Executive Health Program offers efficient, comprehensive and personalized care tailored to the time-pressed needs of business leaders. We’re keeping our executives healthy, so they can keep our community on the path to prosperity.

Coming Soon!

We’re opening three new physician offices in 2014.

Florence—July 2014
Primary Care
Cardiology
Dermatology
Endocrinology
Neurology
OB/GYN
Orthopedics
Women’s Primary Care

Downtown—January 2014
Primary Care

Oakley—September 2014
Primary Care
Dermatology
Imaging
OB/GYN
Urology
Women’s Primary Care

We choose to Serve

Women  Underserved populations  Business leaders  Neighborhoods
Our goal is to deliver exceptional care whenever and wherever it’s needed. We’re exploring and establishing new ways to bring the best medicine to all of our neighbors, not just those in the city.

Some diseases can be found before they even cause symptoms. And in most cases, treatment is much more effective the earlier a disease is discovered. That’s why diagnostic screening is so important—early detection saves lives. Yet people continue to delay their screenings, using a host of excuses, from not having symptoms to not having time, to plain old embarrassment. Research has shown that when recommended screenings are more convenient to obtain, people are more likely to follow through with preventive health care. With our new Mobile Diagnostics Program, we’re taking our services out into the neighborhoods, making lifesaving screening tests easier to obtain and harder to postpone for the people of Greater Cincinnati.

Bringing Expert Care to Rural Stroke Patients, in a Matter of Minutes

Time is precious when a stroke occurs. An accurate diagnosis and the proper treatment can make the difference between life and death. But the region’s stroke specialists are located in Cincinnati, making it difficult for patients in rural areas to get the expert care they need, when they need it.

Our groundbreaking telestroke robot enables experts from our Comprehensive Stroke Center to perform virtual examinations of patients at rural hospitals across the region, helping local emergency room physicians make the right treatment decisions, right away. With the robot, our Stroke Team physicians can actually interview and observe patients to determine next steps—sometimes changing the treatment course.

Our Comprehensive Stroke Center Received:

2,669 stroke calls in fiscal year 2013.

Of those, 320 came from University of Cincinnati Medical Center.

The remaining 2,349 came from local, regional or national hospitals.

Our telemedicine robot received 101 stroke calls in fiscal year 2013.

From Batesville to Wilmington to Maysville, our robots bring the best stroke care available right to our neighbors’ backyards.

We choose to Go Where Care Is Needed
Building a stronger community is a team effort

We’re excited to partner with many great people, schools, organizations and teams to help care for people in the Tristate. We’ve provided first aid at the Western & Southern Open Tennis Tournament and the AVP Beach Volleyball Tournament, provided IV fluids at the Flying Pig, helped high school athletes get back on the field and much more.

Our Partners

We are proud to partner with many great organizations that share our goal of improving health in our community. Here are just a few that we’ve worked alongside in the past year:

American Brain Tumor Association
American Parkinson Disease Association
Alzheimer’s Association
American Cancer Society
American Epilepsy Society
American Heart Association
Butler County Community Emergency Response Team
Butler Tech
Cancer Family Care
Charles L. Shor Foundation for Epilepsy Research
Cincinnati Cancer Center
Cincinnati Children’s Hospital Medical Center
Cincinnati Opera
Community Foundation of West Chester/Liberty Township
Hamilton City School District
Hamilton Fire Department
Hartwell Elementary School
Hearing, Speech and Deaf Center of Greater Cincinnati
Junior Achievement
Kent fear Local School District
Lincoln Heights Health Center
Lungs on the Run Fund
March of Dimes
Matthew 25: Ministries
National Multiple Sclerosis Society
National Network of Depression Centers
National Alliance on Mental Illness
Ohio Geriatrics Society
One Mind for Research
Queen City Links Women’s Health Fund
Shemeriski Foundation
Shine a Light on Lung Cancer
Sinclair Community College
Shared Harvest Foodbank
Sinclair Community College
U.S. Air Force
U.S. Department of Veterans Affairs
United Way

Working Together Toward a Green Cincinnati

We’re working hard to help make Cincinnati a little greener. We’ve partnered with other health care organizations to set up a recycling program for the plastic waste from our operating rooms. And we’ve also teamed up with Green Umbrella, a nonprofit organization that brings the people and businesses of our community together to find ways to help improve our environment.

A "Little" Partnership That’s Big News

Health care is a little more accessible thanks to a collaboration between UC Health and the Kroger Little Clinic. Now, at select Kroger locations, our neighbors can meet with a nurse practitioner for a routine exam, supervision of chronic conditions such as diabetes, vaccinations, and treatment for common illness and minor injuries. We believe the easier it is to see a health care provider and ask questions, the easier it is to take better care of oneself. And that’s an important step toward a healthy community.

We choose to Be a Team Player

40% of landfill waste in Hamilton County is paper.
We’re helping to lower that!

UC Health recycles 42 tons of paper per month.
Building Confidence in CPR Saves Lives

This year, we launched TAKE10 Cincinnati, a grassroots effort involving citizens, rescuers and doctors to educate and rally the community about compression-only CPR. Why? Because bystander CPR can triple a victim’s chance of survival. But all too often, people hesitate to act in an emergency because they are afraid. Compression-only CPR is effective, easy to learn and does not require mouth-to-mouth breathing. At the program launch alone, more than 170 individuals took 10 minutes and learned the technique. And now these people are spreading lifesaving skills throughout the community as they bring TAKE10 to their workplaces, schools, social groups and families.

Providing tools and training that help and heal

Through education, training, collaboration and innovation, we’re empowering our families, friends and neighbors to make Cincinnati a healthier, safer and stronger place to live.

Working to Prevent HIV

While the number of new HIV infections is down considerably from the 1980s, the disease continues to have a disproportionate impact on young gay and bisexual men and young African Americans. We’re reaching out to local nonprofit organizations who serve those most at risk and giving them the skills and tools needed to educate their clients and refer them for testing. The goal is to test 1,000 individuals in 15 months. By engaging our community partners in HIV prevention, we can provide the outreach and support necessary to link high-risk young people to timely, high-quality care and reduce the spread of infection here in Cincinnati.

An App That Helps Predict Patients’ Seizures

Could stress reduction and lifestyle changes help prevent epileptic seizures? UC Neuroscience Institute neurologist Michael Privitera, MD, is co-leading a study to determine just that. The goal of the study is to have people with epilepsy download a mobile app that allows them to track multiple seizure triggers—stress, mood, sleep deprivation and others—several times per day, in an attempt to identify peak times of risk. Patients would then receive behavioral intervention therapies via smartphone during times of high risk to help reduce seizure frequency. The hope is that this convenient, accessible, low-risk treatment approach will empower patients to better understand and manage their epilepsy.
New Flexible Rooms Help Patients Heal

Recovering from a neurological surgical procedure can be overwhelming. Patients and their families need to focus on healing, not room or nursing staff changes. That's why the UC Neuroscience Institute transformed 10 rooms to adapt to patients' changing needs as they recover. Now, instead of changing rooms two to three times after a surgical procedure, neurological patients and their families will stay in one room with the same care team. This helps reduce anxiety, improve postoperative outcomes, decrease hospital length of stay and lower costs.

We're also making it easier for families to support their loved ones while in the hospital. All of our acuity-adjustable rooms enable family members to stay around the clock. Time and time again, we've witnessed how enhanced family participation helps reduce stress, expedite recovery and improve patient experience.

Offering Comfort Through Healing and Support

A bone marrow transplant is about giving another life to someone—giving more life, more time, to someone who desperately needs it. Now, with the George L. Strike Bone Marrow Transplant Center, we can offer patients and their families more comfort with more options and answers. Our neighbors, friends, families, not to mention patients from across the globe, now have access to the best doctors, nurses and staff in the field; cutting-edge medical approaches like outpatient bone marrow transplants and the latest research and clinical trials for patients searching for new and innovative treatments.

Named after one of our founders and strongest advocates, UC Health's late Board Chairman George L. Strike, the center ensures our community has the best access to bone marrow treatment and care. It offers quality care to anyone needing our experience and innovative treatments—and that's a comfort to many.

"After my myeloma diagnosis, I had the good fortune of connecting with the UC Health team for my care. My patient experience with the team is what sets UC Health apart from any other program. The personalized attention, attention to detail, and level of service and follow-up, and the environment— they have indeed created the standard of care by which all other bone marrow transplant programs should be measured."

- Patient story shared at the opening of the George L. Strike Bone Marrow Transplant Center

We choose to Comfort

UCHealth.com
Better Prostate Cancer Detection with MRI Fusion Technology

We’re combining state-of-the-art technology with some of the best doctors in urology and radiation to help revolutionize how prostate cancer is detected and treated. University of Cincinnati Medical Center is one of the few facilities in the world, and the only in the region, to offer MRI-ultrasound fusion technology to provide a more accurate diagnosis of prostate cancer.

Typically, when a man shows an elevated risk for prostate cancer through a blood screening test, a physician will take 12 random samples of his prostate to biopsy for cancer cells. This can lead to missed diagnoses. But with MRI-ultrasound fusion, our doctors are overlaying MRI and ultrasound imagery that shows where potential cancer cells may be to create a biopsy “road map.” And when doctors know exactly where to target, the men in our lives can have peace of mind that they are receiving an accurate diagnosis.

“...we are the first in the region to have this technology that is revolutionizing the diagnosis and treatment of prostate cancer.”
—James F. Brennan, MD

NAVA Ventilators Are Helping Patients Breathe Easier

Every day at Daniel Drake Center for Post-Acute Care, we fight the most serious and complicated injuries and illnesses with the most advanced technology available in the region. Our doctors, therapists, and caregivers constantly seek out the most innovative tools to help our patients heal and get back to their lives.

We think breathing should be as easy as closing one’s eyes. And that is what the NAVA ventilator is helping our hardest-to-wean patients do. The technology connects directly to the patient’s neurological impulse to breathe, letting him or her determine the timing of their next breath, rather than having the machine do all the work. That patient-driven breathing is strengthening and retraining pulmonary muscles to help our patients get off their ventilators and back to breathing on their own.
We choose to Give Our All to Be the Best

UC Health

- Retired President and CEO Jim Kingbury received the Ohio Hospital Association’s Donald R. Newlin Award, which honors a leader who has made a significant lifetime contribution to the health care field in Ohio
- Named Corporation of the Year by the Ohio River Valley Women’s Business Council
- Named a Green Business Award Finalist by the Business Courier and the Cincinnati Regional Chapter of the U.S. Green Building Council
- Air Care & Mobile Care named Program of the Year by the Association of Air Medical Services

University of Cincinnati Medical Center

- UC Cancer Institute’s Comprehensive Breast Cancer Center recognized as a Certified Quality Breast Center of Excellence in the National Quality Measures for Breast Centers Program
- Certified by the Joint Commission as an Advanced Comprehensive Stroke Center
- Received the Get With The Guidelines®—Heart Failure Silver Quality Achievement Award from the American Heart Association
- Received Burn Center verification from the American Burn Association and the American College of Surgeons
- Received Level I Trauma Center verification from the American College of Surgeons
- Received Advanced Certification in Heart Failure from the Joint Commission
- Received Advanced Certification in Ventricular Assist Device from the Joint Commission
- Pharmacy Residency Program received six-year accreditation from the American Society of Health System Pharmacists
- Received the American Heart Association’s Mission: Lifeline® Bronze Quality Achievement Award
- Received the ACTION Registry®—GETS™ Silver Performance Achievement Award from the American College of Cardiology’s National Cardiovascular Data Registry

West Chester Hospital

- Named a Blue Distinction Center in both Spine Surgery and Knee and Hip Replacement, with a Quality Distinction in both, by Anthem Blue Cross and Blue Shield
- Received provisional Level II Trauma Center verification from the American College of Surgeons
- Ranked 87 out of 188 hospitals in Cincinnati and 216 out of 220 hospitals in Ohio by U.S. News & World Report. The magazine also recognized West Chester Hospital’s orthopedics and nephrology programs, and noted its high patient satisfaction scores.
- Received the Angie’s List Super Service Award, based on excellent ratings from customers
- Received an “A” grade in patient safety from the Leapfrog Group
- Designated a Bariatrics Center of Excellence
- West Chester Hospital Surgical Center received the Press Ganey Guardian of Excellence Award
- Received the Healthgrades® Outstanding Patient Experience Award™ for the second consecutive year

Daniel Drake Center for Post-Acute Care

- Recognized as one of America’s Best Nursing Homes by U.S. News & World Report for skilled nursing care
- One of only four clinical sites nationally to launch the Exos® Biorex exoskeleton variable assist technology to help patients walk after stroke, traumatic brain injury, multiple sclerosis, Guillain-Barré syndrome and other neurological diagnoses
- Developed the region’s only interdisciplinary ALS Clinic for the treatment of those with Lou Gehrig’s disease
- First facility in Ohio to receive the Excellence in Care Dementias Program of Distinction by Alzheimer’s Foundation of America for its Bridgeway Points Assisted Living
- One of only 20 facilities statewide to be recognized by the Ohio Centers for Assisted Living for a 2013 Deficiency-Free Survey by Ohio Department of Health

University of Cincinnati Physicians

- 279 physicians recognized as Best Doctors in America (Cincy Magazine) and Top Doctors in Cincinnati (Cincinnati Magazine)

The greatest reward is not recognition but knowing we’ve provided our patients the best care possible. The following awards and accomplishments are a testament to our commitment to giving our very best, day in and day out, to bring outstanding health care to our community.
Community Benefit

| Traditional Charity Care | $11,146,214 |
| Subsidized Health Services | $40,871,337 |
| Unpaid Cost of Medicaid | $15,412,586 |
| Health Professions Education & Research | $49,845,920 |
| Community Health Improvement Services | $7,198,012 |
| Community-Building Activities | $112,493 |
| Financial & In-Kind Contributions | $2,899,366 |
| **Total Benefits for the Community** | **$165,187,110** |

**Patient Care**
- Traditional Charity Care
- Subsidized Health Services
- Unpaid Cost of Medicaid

**Health Professions Education & Research**
- Health Professions Education
- Research

**Community Investment**
- Community Health Improvement
- Community-Building Activities
- Financial & In-Kind Contributions

Inpatient and outpatient services available in the following communities:

**Ohio**
- Adams County, Anderson, Brown County, Clifton, Downtown, Fairfield, Harper’s Point, Hanwell, Kenwood, Kettering, Lima, Mason, Montgomery, Mt. Auburn, Red Bank, Trenton, Tri-County, West Chester, Western Hills, White Oak, Wilmington, Wyoming

**Kentucky**
- Florence, Lexington, Maysville, Southgate

**Indiana**
- Aurora, Batesville, Greensburg, Madison, North Vernon, Rushville

Our Primary Locations
- University of Cincinnati Medical Center
  - West Chester Hospital: 7700 University Drive, West Chester, OH 45069
  - Linder Center of HOPE: 4075 Old Western Row Rd., Mason, OH 45040
- Daniel Drake Center for Post-Acute Care
  - Cincinnati, OH 45216
- University of Cincinnati Physicians
  - Multiple locations throughout the Greater Cincinnati area

UC-Cancer Institute - UC Diabetes and Metabolism Institute - UC Heart, Lung and Vascular Institute - UC Neuroscience Institute