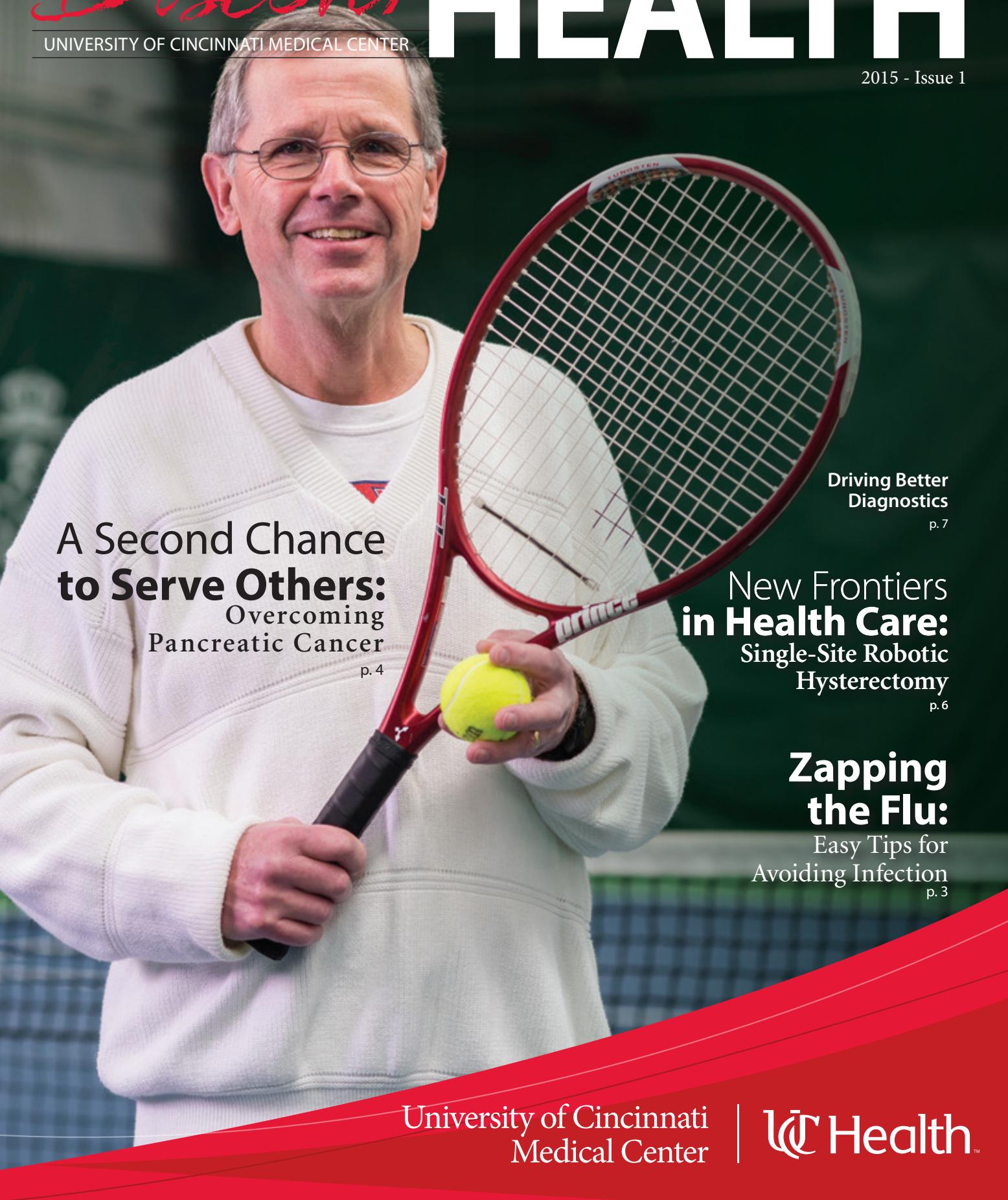


Discover **HEALTH**

UNIVERSITY OF CINCINNATI MEDICAL CENTER

2015 - Issue 1



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University of Cincinnati
Medical Center

| UC Health™



Grateful for the Support of our Community

As we begin a new year, we would like to extend our sincere gratitude to the community for the tremendous support given to the University of Cincinnati Medical Center during 2014.

This message of thanks

also includes our appreciation for the renewal of the health and hospital levy, which enables us and Cincinnati Children's Hospital Medical Center to provide care to those who could not otherwise afford it.

No partnership is more important than the one between our health care providers and our patients. Your support is our greatest asset, allowing us to provide the exceptional service the region has come to expect from us. Whether you come to UC Medical Center to welcome a baby into your family, to receive a new hip, to undergo cancer treatment or to receive emergency care, we strive to exceed your expectations by providing care that is comprehensive, compassionate and uniquely exceptional.

As you may know, UC Medical Center is nationally recognized for excellence in neuroscience, cancer treatment, cardiovascular surgery, endocrinology, psychology and many other areas of medicine where new research and clinical care come together to produce outstanding results.

The true beneficiaries of our excellence within this broad array of fields are the people in our community. Our impact on the community is realized through the many awards and accreditations we receive, including: Corporation of the Year by the Ohio River Valley Women's Business Council; Baby-Friendly Hospital designation from Baby-Friendly USA; and Certified Quality Breast Center of Excellence by the National Quality Measures for Breast Centers Program.

Our mission of research, education and clinical care is what makes possible our intense focus on the very best patient care.

With quality care top of mind, we recently implemented "hourly rounding" at UC Medical Center. This means our bedside nurses and managers are making purposeful visits every hour to assess patient conditions and needs. Our number one goal in implementing hourly rounding is to ensure our patients are safe and satisfied with the care we provide.

We will continue to strive for continued excellence in all we do in order to provide the most advanced care to our community.

Thank you for playing an integral role in helping make these positive changes possible.

Lee Ann Liska
President and CEO
University of Cincinnati
Medical Center

Richard Lofgren, MD
President and CEO
UC Health

Easy Check-In, Comfortable Stay

It might be the friendly staff who greet you when you arrive. It could be the stress-free registration process or the comfortable chairs in the waiting area. Perhaps it's the concierge service that is available to help you with everyday tasks while you are in the hospital. Most likely, it is all of these features combined that allow University of Cincinnati Medical Center to seem more like a hotel than a hospital.

UC Medical Center has gone to great lengths over the past several years to improve and enhance the wellbeing and comfort of its patients. Last year, extensive enhancements were completed in the Center for Emergency Care.

"We wanted to create welcoming surroundings to enhance the overall experience of our patients," says Nancy Barone, UC Medical Center's chief operating officer. "Because the hospital is a verified Level I Trauma Center, patients come to us from all over the nation. Our top priority is to make a positive first impression to complement the advanced level of care that we provide. Because of these enhancements, the colors are warm, the atmosphere is inviting and the space is expansive."



Recent renovations in the Center for Emergency Care offer warm and inviting colors and curves to enhance the hospital ambiance.

In addition, the concierge program is a perfect complement to the new ambiance of the Center for Emergency Care. With these updates in environment and customer service, patients are provided with a level of assurance and comfort that truly demonstrates UC Medical Center's dedication to the very best patient experience and medical care.

Zapping the Flu:

Easy Tips for Avoiding Infection

It's that time of year again. Stuffy noses, watery eyes, sore throats and lots of sick days. It's flu season, so prepare to break out the teapot, cough drops and hand sanitizer.

Luckily, Madhuri Sopirala, MD, associate professor of clinical medicine and epidemiologist at UC Health, offers plenty of tips to avoid becoming ill. It may seem like a daunting task because the flu is everywhere — on door handles, tabletops and clothes. However, if you follow these simple tips, your winter can be transformed from a sniffling nightmare to an easy-breathing wonderland.

The flu is transmitted through bodily contact and droplets of body fluids. To prevent transmission of the flu in your home, Dr. Sopirala recommends washing your hands frequently and teaching your children to do the same. Instilling good hygiene habits in your children will go a long way toward protecting your home now and ensuring that it stays flu-free in the future.

"Teach your kids to wash their hands before they touch their face," says Dr. Sopirala, who states that the average person touches their face 40 times per day. "It is important not to touch the face, especially your eyes, nose and mouth, without washing your hands first. I advise people to keep hand sanitizer around to use before eating or doing other things that require you to touch your face."

Cleaning your house with disinfectant wipes is also important. If a family member is sick, remember to practice caution. "Make sure tissues go directly into the trash can," says Dr. Sopirala. "Change clothes frequently. If you are sick, remember to cover your mouth when you sneeze or cough."

Just as you protect your home from the flu, UC Medical Center also protects its premises from every sort of virus imaginable. Those patients with the flu are strictly tracked during their stay and placed under monitored isolation. Physicians who treat these patients practice stringent safety precautions to ensure the virus is not spread.

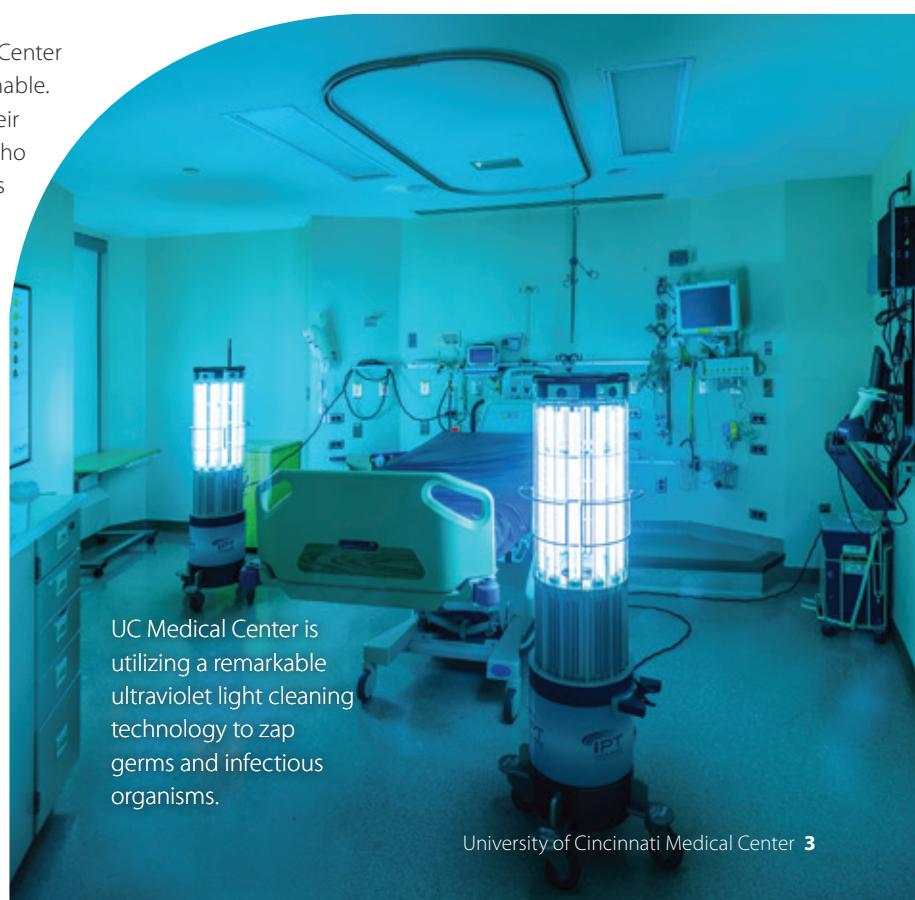
A pivotal element of UC Medical Center's response to viruses like the flu is a remarkable ultraviolet light disinfection device designed to complement normal cleaning practices. Despite strict adherence to thorough cleaning protocols, some organisms can be resistant to institutional cleaning agents. Ultraviolet light produced by the equipment bounces off reflective surfaces in order to penetrate areas that are challenging to clean.

Rooms used to screen patients are thoroughly cleansed with disinfectant then closed off with the



device inside. The device's lights blaze sapphire blue while its ultraviolet rays zap infectious organisms that remain after the regular disinfection process. The ultraviolet light is germicidal, deactivating the DNA of organisms to prevent their reproduction.

Through this incredible ultraviolet light technology, UC Medical Center has initiated an advanced level of infection prevention practices for the protection of patients, staff, physicians and the community.



UC Medical Center is utilizing a remarkable ultraviolet light cleaning technology to zap germs and infectious organisms.

Visit UCHealth.com, choose "Health Care Services" and click on "Infectious Disease" for more information.

A Second Chance to Serve Others: Overcoming Pancreatic Cancer

Pancreatic cancer is a "sneaky disease," says William Barrett, MD, professor and chairman of the department of radiation oncology and medical director of the University of Cincinnati Cancer Institute. This type of cancer, typically found only after it spreads, is not a disease that often allows its victims to survive.

Maurice Bason, age 63, of Wyoming, is a rare exception.

"I recognized very quickly that I needed to see a doctor," says Bason, who began feeling pain in his abdomen in 2006. Once evaluated, he says, "I accepted the diagnosis at once."

That immediate acceptance paved the way for a two-year trial of CT scans, surgeries and radiation treatments. Bason began with a discriminating search for the right group of surgical, medical and radiation oncologists. He found that group at UC Health's Pancreatic Disease Center, whose physicians and nurses Bason describes as a "coordinated team of specialists in the area of pancreatic cancer."

Bason underwent a "Whipple" procedure to remove the cancerous tumor from his pancreas. This procedure involves removal of the head of the pancreas, part of the small intestine, the gall bladder, part of the stomach, and lymph nodes near the head of the pancreas. Most pancreatic tumors occur in the head of the pancreas, so the Whipple procedure is the most commonly performed surgical procedure for pancreatic cancer. Luckily, the cancer had not yet spread to Bason's lymph nodes, and the surgery went well. Afterward, Dr. Barrett came to see him in his hospital room.

"I remember him clearly saying that, from what the surgeons had told him about the surgery, he thought I had a good chance to survive," Bason recalls.

Dr. Barrett's positive words and the tremendous support of the UC Cancer Institute were encouraging to Bason, who still had a long road of chemotherapy and radiation treatments in front of him. The threat of the cancer's reappearance loomed constantly, so the next year of Bason's life was punctuated by a series of CT scans, between which his anxiety would fluctuate prior to learning the results.

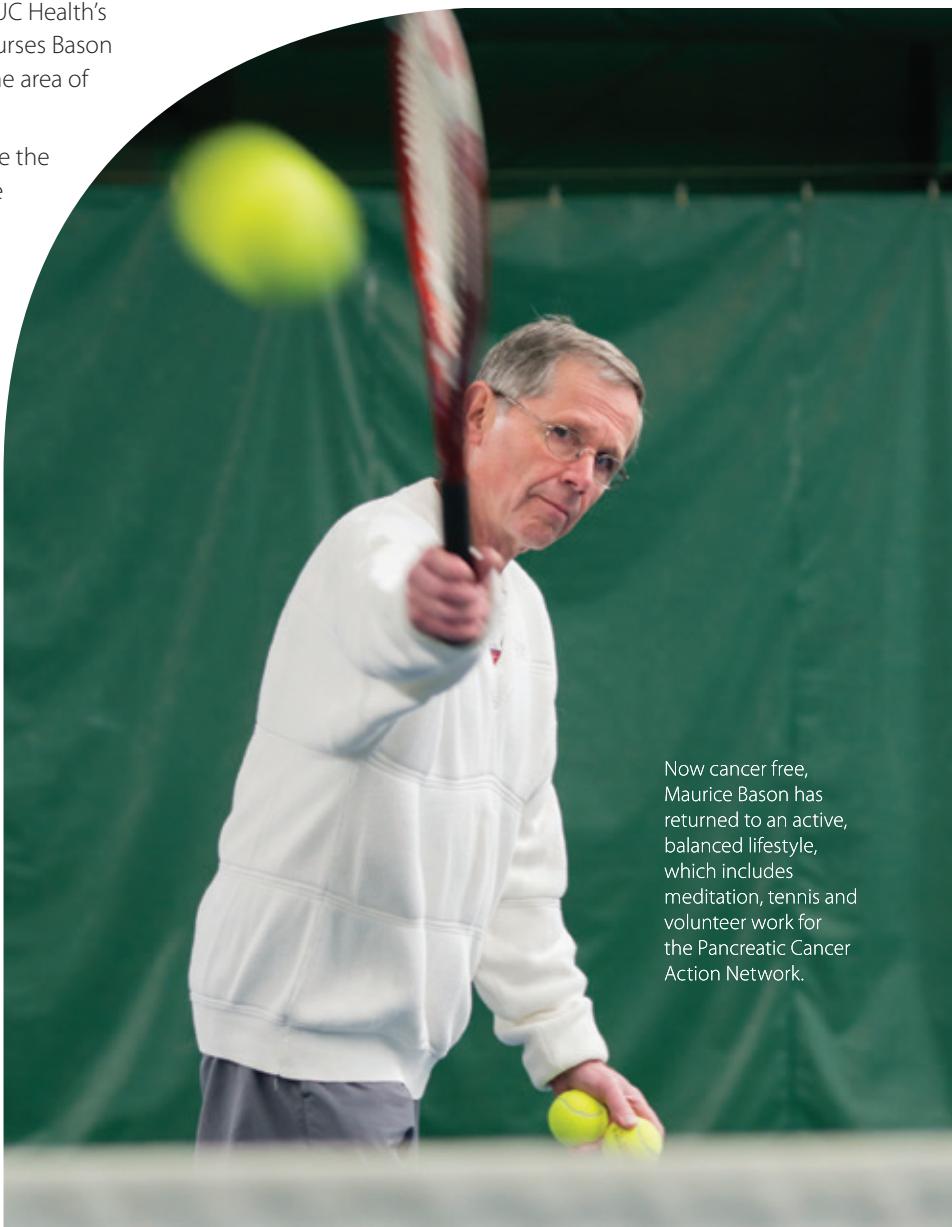
The results were negative until 2008, when a CT scan showed a possible mass growing in Bason's liver. Yet Bason felt healthy. "I called Dr. Barrett

and he ordered a PET scan and a liver biopsy," he says. "The PET scan was negative and the biopsy did not find any lesions."

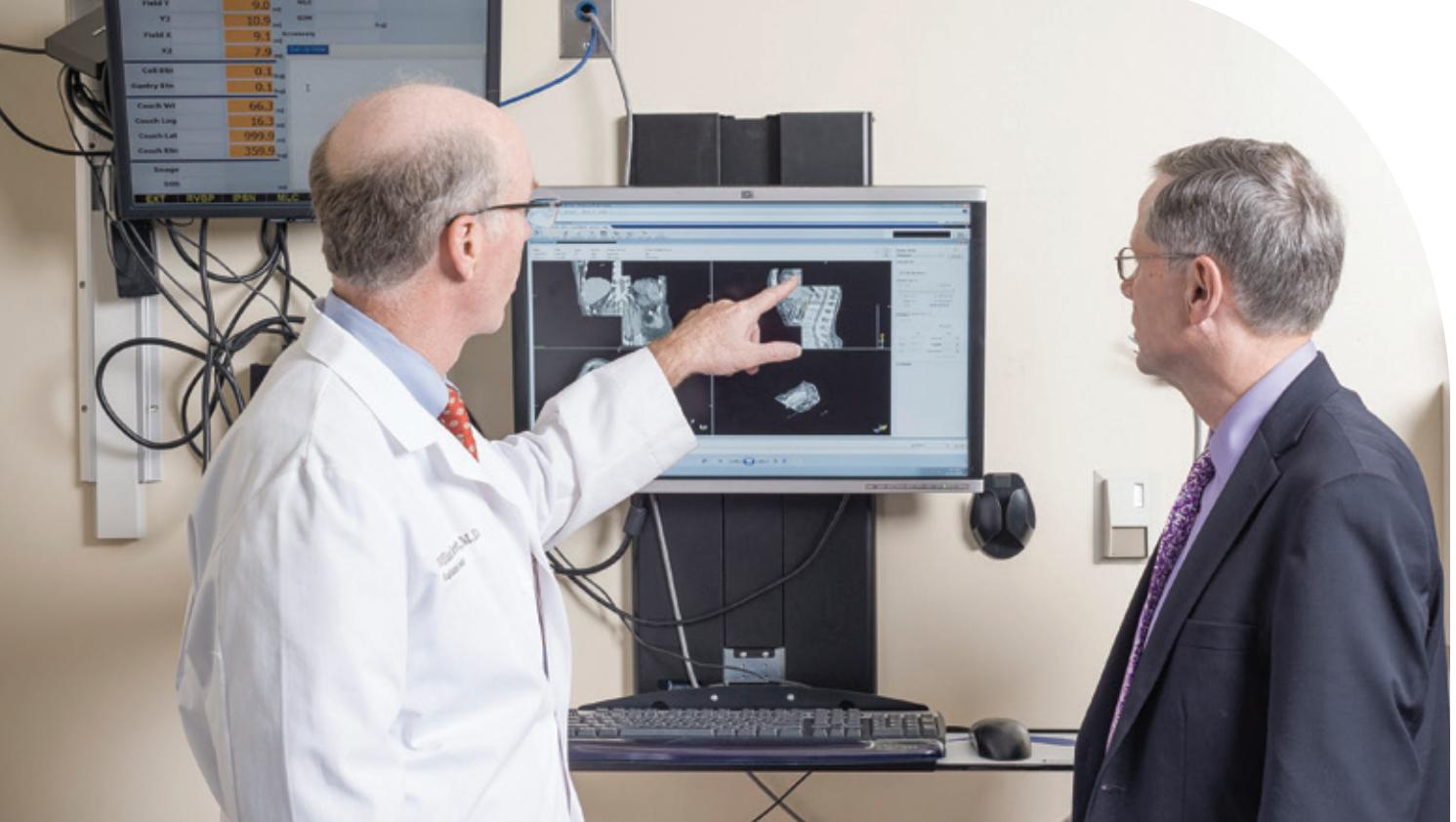
Bason had learned what his doctors already knew, that sometimes CT scans can indicate false positives, or what Bason calls "shadows of shadows." Luckily, Bason's coordinated team of physicians quickly determined that Bason was in good health.

"I had one more CT scan with Dr. Barrett in March of 2008," says Bason. "After that, we agreed not to do any more. I needed to get on with my life."

While Bason still makes regular visits to the Pancreatic Disease Center, the scans have ended, along with the cancer treatments and, hopefully, the cancer itself.



Now cancer free, Maurice Bason has returned to an active, balanced lifestyle, which includes meditation, tennis and volunteer work for the Pancreatic Cancer Action Network.



William Barrett, MD, radiation oncologist, shows Maurice Bason the results of a CT scan at UC Health's Pancreatic Disease Center.

What impressed Bason most about his UC Health physicians was their level of collaboration, not just inside the ranks of the UC Cancer Institute, but also with other areas of the UC Health system. Bason's impression is confirmed in Dr. Barrett's conviction that "the ultimate enemy in the fight against cancer is the disease itself."

With this mentality, the UC Cancer Institute has created a collaborative, multidisciplinary and uniquely specialized approach to cancer treatment. The institute's oncologists subspecialize in specific types of cancer and regularly meet in groups with other specialists from different disciplines. This power team of experts reviews each patient's situation and applies their cumulative

expertise to recommendations.

"The goal of the Institute is to raise the overall level of care throughout the region," says Dr. Barrett. He is quick to note that UC Health has unique strengths as the region's only academic medical center, and the prevalence of those subspecialists is one of them. "As you'd expect, if one physician focuses on one disease they develop particular expertise. At UC Cancer

Institute, we have a robust research infrastructure, including clinicians, scientists and researchers, that allows us to find the most effective treatments."

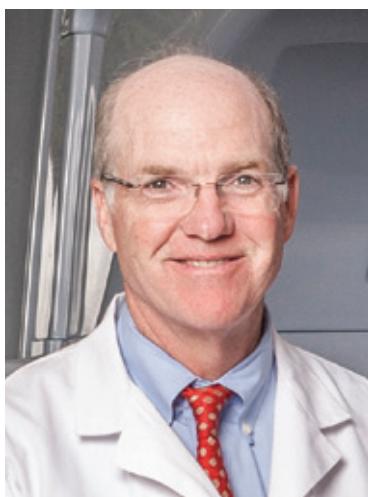
Of course, the UC Cancer Institute's approach to cancer treatment merely furnishes the backdrop of what the hospital and its physicians do. It is the perseverance of patients like Maurice Bason that truly defines the Institute's success.

"It is remarkable how the very best in human nature comes out here," says Dr. Barrett. "It is very inspiring."

Indeed, Bason did not give in to the overwhelming odds. Through meditation, visualization and sheer determination, he met his cancer head on.

"I talk to people who are newly diagnosed," says Bason, who now supports cancer patients and others by hosting meditation groups. "I hear and understand their fears. I tell them, 'You can do something, you can beat this.'"

Bason did just that. And now that he has a second chance to serve others who are going through what he did, he's grateful to Dr. Barrett and the team at UC Health for saving his life.



William Barrett, MD
Medical Director, UC Cancer Institute

To learn more about the Pancreatic Disease Center, call (513) 584-0437 or visit [UCHealth.com](#), choose "Healthcare Services," and then select "Pancreatic Disease Center."



Surgeons place a small port into a one-inch incision in the belly button during the single-site procedure.

New Frontiers in Health Care: Single-Site Robotic Hysterectomy

The University of Cincinnati Medical Center offers a revolutionary, minimally invasive procedure: the single-site™ robotic-assisted hysterectomy, using the da Vinci® Robotic Surgical System.

Single-site robotic hysterectomy performed with the da Vinci® robot replaces the traditional hysterectomy when no medical need for multiple incisions is identified. Single-site robotic surgery is utilized by gynecologic surgeons to delicately make a single, one-inch incision in the navel, resulting in minimal pain, virtually no scarring, low blood loss and a short hospital stay.

"The robot offers advantages in visibility and maneuverability for the physician," says Eric Eisenhauer, MD, associate professor and division director of gynecologic oncology and medical director of gynecologic oncology at UC Medical Center.

Thomas Herzog, MD, professor of gynecologic oncology and clinical director of the UC Cancer Institute, adds that single-site robotic procedures expedite surgery and offer quicker recovery times for patients. "Many times we can convert what would have been an inpatient procedure to an outpatient procedure."

Single-site hysterectomies are just the latest offering in minimally invasive surgical procedures at UC Medical Center. "We offer the full array of minimally invasive surgeries, from traditional laparoscopic surgeries to multi-site robotic surgeries to the new single-site hysterectomy," says Amanda Jackson, MD, assistant professor in the department of obstetrics and gynecology and obstetrics and gynecologist at UC Medical Center.

Moreover, single-site robotic surgery is not the only innovation that sets UC Medical Center apart.

"Our patients have access to clinical trials that may not be available anywhere else in the city," Dr. Herzog says. "We also have a great

deal of research that occurs at UC Health. We can leverage that scientific discovery to create better outcomes for our patients."

"With our academic affiliation, UC Medical Center is able to combine clinical research with access to a wide range of specialists and subspecialty surgeons who can provide exceptional care across a broad spectrum," says Dr. Eisenhauer.

To learn more about robotic surgery at UC Health, visit UCHealth.com, choose "Healthcare Services" and select "Robotic Surgery Program" or call (513) 584-6373.



(From left to right) Surgeons Thomas Herzog, Amanda Jackson, and Eric Eisenhauer are proud of the advanced level of surgical care provided at UC Medical Center.

Driving Better Diagnostics

No matter your age, it is of the utmost importance to have annual checkups from your doctor to help achieve a healthy lifestyle.

What if you aren't able to clear your schedule to make an appointment? What if you aren't able to take time away from work? What if you don't have transportation? The UC Health Mobile Diagnostics Van is a new service that is offered to provide convenient health screening programs to the community.

"We are able to reach people in multiple areas that we were not able to access before. We offer our services to people who have transportation challenges," says Tana Casper, vice president

of professional and diagnostic services. "Our mobile diagnostics program allows us to take our services directly to businesses, events or long-term care facilities. For many



patients, it is an easy and convenient way to access the diagnostic services of UC Health."

The van travels to local communities and businesses to offer screening services. In turn, those who are struggling to complete timely health screenings are able to access important diagnostic services.

"From a business perspective, the van is a great benefit," says Tywauna Wilson, director of the mobile diagnostics program. "Employees miss less work by avoiding a trip to the hospital. A single scan takes just 15 minutes in the van."

The van offers 3-D mammography, body-mass index readings, DEXA bone density scans and blood pressure screenings. The technology housed within the van is equivalent to that offered at the UC Medical Center campus, so services provided match the same high-quality standard of care.

To bring the Mobile Diagnostics Van to your organization or to discuss partnership opportunities, email mobile-diagnostics@UCHealth.com or call (513) 584-2731.



A Calming Presence

If you have ever sat anxiously in a hospital waiting room while your loved one undergoes a surgery, you know how important it is to have comforting surroundings. With this in mind, a new, innovative electronic art exhibit has been installed as a pleasant distraction for visitors in the waiting room at University of Cincinnati Medical Center.

"Table of Elements" is an ever-changing landscape of beautiful panoramas and calming images that creates a relaxing environment through positive visuals and sounds.

"Our patients have shared with us that their first priority is getting well, but it is just as important to them that their families are comfortable," says Nancy Barone, chief operating officer at UC Medical Center. "Table of Elements has already impacted hundreds of families through the soothing natural beauty of the art."

The exhibit naturally engages viewers in reflection. Guests are visually and sonically transported into colorful scenes of nature, including a field of flowers dotted by the sight and sound of

flying birds and complemented by the sound of the flower petals softly swaying in the breeze.

"When I look at the video it gives me a sense of comfort," says Rosemary Keiser, vice president of ambulatory services at UC Health. "It is relaxing, calming, refreshing and soothing. You can't help but slow down, pause, relax and allow yourself to be drawn into the art. It's like going somewhere you haven't been before."

"It's a different kind of screen experience," says Charles Woodman, the exhibit's artist and an associate professor of electronic art at the University of Cincinnati. "In some ways it's more akin to looking at a painting than watching a video. The slow pace of the work encourages relaxation and contemplation."

To help bring innovative care to UC Medical Center, visit UCHealth.com/foundation, email giving@uchc.org or call (513) 585-8229.



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Choose a Physician Close to Home or Work

UC Health offers physician offices conveniently located throughout the Tri-state area, including Northern Kentucky, Indiana and most suburbs of Cincinnati. Choose a primary care physician or specialist today.

Find a UC Health facility near your home or work by calling (513) 475-8000 or by visiting UCHealth.com and choosing "Outpatient Locations" under the "Our Locations" tab.

**Join the Conversation
about Good Health.**

**Like us on Facebook and
follow us on Twitter.**



uchealthcincinnati



@UC_Health

New Locations!

New UC Health medical office facilities were recently opened to better serve the surrounding communities of Midtown (near Oakley and Pleasant Ridge) and Florence, Kentucky.

UC Health Physicians Office – Midtown
3590 Lucille Drive
Cincinnati, Ohio 45213

UC Health Physicians Office – Florence
68 Cavalier Boulevard
Florence, Kentucky 41042