

SEPTEMBER 2011



STEPHANIE CLAY

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Epic Electronic Health Record System Goes Live at UC Health in 2012

UC Health will introduce a customized, full-featured electronic health record system to the entire organization by the second half of 2012. Implementation of the shared system will allow UC Health to create a single patient record that can be updated and shared across various UC Health facilities.

The system will be based on health care management software developed by Epic, a company that has significant experience with electronic medical records and billing systems. Cincinnati Children's Hospital Medical Center also uses Epic for its patient records.

The change is expected to improve efficiency in both time and resource management system-wide.

UC Health has hired Dell Services, a subsidiary of the computer-maker Dell, to assist with implementation. Dell Services has completed Epic projects for Stanford University Medical Center, Cedars-Sinai Medical Center, West Virginia University Hospital and New York University.

Early stages of the implementation process have already begun with a series of "validation sessions" that started in June and allow Epic employees to present workflows to subject matter experts designated by UC Health to represent their departments. The experts then provide feedback on whether model workflows will meet the organization's needs or require modification. This interactive process is helping craft the customized system at UC Health.

"We are delighted at the degree of clinical and administrative support for this project," says Rick Hinds, executive vice president and chief financial officer at UC Health. "This level of engagement ensures we build a system that will optimize the patient care, research and education missions of UC Health while maintaining sound financial operations."

Ambulatory facilities are expected to go live in July 2012, with acute care facilities following in October. Associates will be trained to use the system three months prior to go-live dates. •

>> FOR MORE INFORMATION

Learn more at intranet.uchealth.com/epic.

For questions, or to request the Epic/EMR newsletter, email AskEpic@UCHealth.com.

Resources Dedicated to Epic's Success

Fully installing Epic at UC Health is expected to be a two-year project. More than 100 associates from clinical areas, revenue cycle, accounting and finance are working with Epic project teams to design and validate the new electronic medical record system and ensure a smooth transition. Not just an IT project, the Epic management team meets twice a week and receives input from physician, revenue cycle and interdisciplinary advisory groups as well as an 18-member steering committee that provides executive-level input.

Growing Patient Volumes Indicative of Positive Changes

COLLEAGUES,

I wanted to take a moment to congratulate you on your continued efforts to make UC Health University of Cincinnati Physicians a thriving, impactful



Myles L. Pensak

organization. We've seen impressive growth in new patient visits as well as overall patient volume during fiscal year 2011. I commend all of you, as well as Thomas Boat, MD, and the rest of the University of Cincinnati Physicians leadership team, for the hard work that has brought us to where we are

today. We should all be proud of our progress.

Here are a few highlights comparing

fiscal year 2011 to 2010:

- Total visits finished at 947,238, a 19 percent increase.
- New patient visits finished at 53,504, a 31 percent increase.
- UC Health University Hospital volume was at 439,345, a 2 percent increase.
- Volume at the UC Health Physicians Office in Clifton (formerly the MAB) was at 159,514, a 17 percent increase.
- The UC Health Physicians Office in West Chester experienced a 22 percent increase, with total volume at 107,147.
- University Pointe Surgical Hospital (including imaging and sleep) volume was at 22,463, which is 6 percent higher than FY '10.
- Our Christ Hospital outpatient volume was at 31,624, a 19 percent increase.

Fiscal year 2012 is the year we will fully tackle UC Health clinical integration, including introduction of a shared electronic medical record system. The coming year will certainly be filled with changes in the way we do day-to-day business, but I know you will all continue to put your best foot forward and work to do what we do best: Take care of our patients. I am honored to take the helm of University of Cincinnati Physicians at this exciting time of positive change.

MYLES L. PENSACK, MD
Chief Executive Officer, UC Physicians

We're all UC Health

Stephanie Clay

University Pointe Surgical Hospital Revenue Cycle Manager

After more than 33 years with the same company, it's only natural that Stephanie Clay became something of a renaissance woman at work.

Clay, a Cincinnati native, has worked as the revenue cycle manager for the University Pointe Surgical Hospital for the last four years. "There is never a dull moment here," she says.

Indeed, dull moments are scarce when one holds as much responsibility as Clay. In her role as revenue cycle manager, she was originally responsible for front-end duties like scheduling and insurance authorization. The smaller staff and office space at the University Pointe Surgical Hospital made it necessary for Clay to pick up a variety of new tasks and skills.

Clay works as one of the safety officers for the hospital. She conducts fire drills and environmental rounds, where she makes sure the West Chester property is functional in terms of safety and cosmetics. She manages medical,

billing and registration records. She even works with the West Chester Fire Department to conduct annual fire extinguisher training sessions. "I wear a lot of different hats," she says.

Clay meets the demands of her work with the efficiency of an expert, and loves doing it. "I enjoy what I do, and I enjoy working with the staff and the management team here," she says. "My motivation is helping to make the hospital successful."

Clay's hard work doesn't stop



outside the office. She has already earned an associate's degree in business administration from Indiana Wesleyan University and a paralegal certificate from Xavier University.

"I am currently working on my bachelor's in business administration at Indiana Wesleyan University," she says. "Being in school right now, I don't have a lot of time for hobbies, but I like fishing, hiking and traveling."

Clay and David, her husband of 25 years, also run a small catering service. "We get business by word of mouth. We have been doing this for about 15 years," she says. The couple occasionally takes up wedding photography/videography jobs as well.

Clay is the proud mother of a 35-year-old son, Stephen, a U.S. Air Force major who recently returned from a tour of duty in Afghanistan, and stepmother to Dan-Neika, Lauren, Jason and Larry (deceased). She also has 17 grandchildren, with another on the way. •

Connected

Connected is a monthly publication for physicians and staff of University of Cincinnati Physicians. Send your comments and ideas to ucpmarketing@ucphysicians.com or call (513) 475-8006.

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Hospital-Based Clinics Improve Patient Access

Orthopaedics, cardiology and endocrinology among first to fully integrate

A clear signal of progress in UC Health's clinical integration, University of Cincinnati Physicians recently established its first three hospital-based clinical outpatient service sites—orthopaedics, cardiology and endocrinology—at the UC Health Physicians Office in Clifton (formerly the Medical Arts Building/MAB).

Karen Adams, clinical operations director for University of Cincinnati Physicians, says they anticipate several more subspecialty sites to become hospital-based between now and when the Epic electronic medical record system goes live at UC Health hospitals in July 2012.

"There are significant long-term benefits to becoming hospital-based," says Adams, explaining that both inpatient and outpatient facilities will fall under the same quality expecta-

tions outlined by the Centers for Medicare and Medicaid Services (CMS) and The Joint Commission (TJC). "The CMS and TJC guidelines establish good medical practices and will encourage us to change processes and policies to ensure we deliver care in a safe and secure environment."

Over time the migration to hospital-based clinics will enhance our scheduling options and improve access and convenience for our patients. "We can make an appointment knowing that not only are all the clinical site teams dedicated to the same quality of care guidelines but that we are also keeping those patient requests in the UC Health family," adds Adams.

Before the clinics were hospital-based, a scheduler would look at University of Cincinnati Physicians' private practice locations for alternative appointment times. Now other hospital-based outpatient clinical sites—like those in the Hoxworth

building—are an option to meet the patient or referring physician's needs.

Lori Mackey, chief operating officer for University of Cincinnati Physicians and senior associate dean at the UC College of Medicine, is leading a committee to monitor hospital-based practice operations. The group will continually assess how hospital-based operations are functioning and make recommendations for improvement, as appropriate. •

University of Cincinnati Physicians recently established its first three hospital-based clinical outpatient service sites—orthopaedics, cardiology and endocrinology—and anticipates several more subspecialty sites to become hospital-based by July 2012.



UC Health Expands Psychiatric Care

Relocation of services increases capacity by 50 percent

Beginning Oct. 17, all inpatient and emergency psychiatric services at UC Health University Hospital will move to the former Deaconess Hospital, 311 Straight St. Physicians will now work collaboratively between both University Hospital main campus and University Hospital psychiatric services at Deaconess.

Under a lease agreement, University Hospital will occupy three floors, totaling 70,000 square feet, at the Deaconess building. The space will encompass psychiatric emergency services, general adult psychiatry and geriatric psychiatry services—the last of which is a new addition to complement existing services.

The three floors at Deaconess have

been refurbished, allowing psychiatric services to be offered in the latest contemporary setting. Mirroring a national trend, the new area will offer more private accommodations, featuring designs that convey openness and vibrancy.

“This new environment will allow us to render the best care possible,” said Stephen Strakowski, MD, chair of the UC Department of Psychiatry and Behavioral Neuroscience and vice president of research at UC Health.

The addition of geriatric psychiatry services came as University Hospital assumed the operation of 24 existing beds at Deaconess, giving psychiatry a total of 72 beds and representing an increase of 50 percent.

While all psychiatric and behavioral health patients will be treated at the

new University Hospital psychiatric services at Deaconess, any patients exhibiting a primary medical emergency in transit will still be routed to University Hospital main campus first.

The relocation took nearly eight months, including planning and construction. Many auxiliary services will also be available at the Deaconess site, including laboratory and pharmacy services. Another benefit of the relocation is that University Hospital has been able to reconfigure its eighth floor, adding more medical/surgical beds which will help increase overall capacity.

The enhancement of psychiatric services, in addition to the integration of the Lindner Center of HOPE, helps UC Health fulfill its vision of becoming a pioneer for mental health services.

“We are the preeminent provider for psychiatric care in the region, and this move will help us continue to improve upon that label,” said Strakowski. ●



Strakowski

UC Health University Hospital Psychiatric Services

- As of Oct. 17, 2011, relocated to former Deaconess Hospital, 311 Straight St., near the main UC campus
- Occupies 70,000 square feet (three floors) of the building
- Allows for addition of geriatric psychiatry services to existing psychiatric emergency services and general adult psychiatry
- 72-bed total for psychiatry
- Auxiliary services will also be available at the Deaconess site, including laboratory and pharmacy services
- Move allowed University Hospital to reconfigure its eighth floor, increasing overall capacity with more medical/surgical beds



Work station for UC Health University Hospital psychiatric services at Deaconess

Courtesy of UC Health

Falling Leaves Making You Sneeze and Ache?

UC Health allergy experts offer tips, non-invasive treatment options

It's that time again: bonfires, playing in piles of leaves, and, for some, continuous sneezing and stuffy noses. Alfred Sassler, DO, an otolaryngologist at the UC Health Sinus and Allergy Center, says that it's the season for fall allergies but that it doesn't have to mean misery for those who experience them.



Sassler

"We're seeing lots of patients who are having difficulty with nasal and sinus obstruction," he says. "This is one of the times during the year that we expect to see it, and in Greater Cincinnati, we've begun ragweed season which causes some people in the community quite a bit of trouble."

Sassler says mold counts are rising due to wetter weather and fallen leaves, causing additional problems.

"Congestion, sneezing, nasal obstruction, facial pressure and pain, whether seasonal or not, requires some detective work for the person it affects and his or her doctor," he says. "If one is allergic to pollen, try not to drive with the windows down and reduce the amount of time spent outdoors or participate in outdoor activities during the evening. Pollen counts tend to be higher in the early morning hours."

"Also, nasal and sinus rinse kits can help by removing particulate matter. This may help prevent days of symptoms after exposure."

Sassler says problems could be improved by controlling the environment around you—for example, if you experience symptoms during or after your work day and you are taking part in an activity that is dusty like wood-working or drywall finishing, you could benefit from wearing a mask.

Indoors, he adds that people should be aware of pet dander and dust mites, and if the problem is consistent, it may be a larger issue.

"A persistent sinus problem can lead to infection which could trigger a worsening of asthma or chronic bronchitis, and there could even be a polyp in the sinuses or nose that is causing an obstruction," he says. "We now have the ability to use telescopes and other special instrumentation to remove such growths and improve nasal and sinus function without external incisions."

He adds that although there are many effective treatments sold over-the-counter, mixing them or using one that isn't quite right for the problem may make things worse.

"There are a number of non-surgical medical treatments, including anti-inflammatory and antihistamine sprays,"

he says, adding that specialists can even test sufferers to see what is causing the problem immunologically. "Knowing specific sensitivities can lead to more effective environmental controls and even direct immunotherapy, like shots or oral drops."

"Over-the-counter medications can often help as well, but sometimes going to a doctor who can help you sort things out makes a huge difference. Taking too many medications or the incorrect ones can sometimes make things worse." ●



Alfred Sassler: In Brief

Alfred Sassler, DO, focuses on general ear, nose and throat issues in adults and children, nasal and sinus disease, chronic tonsil and ear infections, thyroid and other neck masses, snoring and sleep apnea surgery as well as facial skin cancer removal and reconstruction. He completed his residency in head and neck surgery at the U.S. Naval Hospital and a fellowship in head and neck surgical oncology at the University of Michigan.

>> APPOINTMENTS AND REFERRALS

For appointments or referrals to the UC Health Sinus and Allergy Center, call (513) 475-8400. Sassler sees patients at the UC Health Physicians Office in West Chester.

in brief

Boyd Wins Pfizer Teacher Development Award

Kellie Boyd, MD, UC Health primary care physician, volunteer faculty member in the department of family and community medicine as well as a graduate of the UC College of Medicine and a former resident of UC Health University Hospital, was awarded a 2011 Pfizer Teacher Development Award. The annual award is presented by the American Academy of Family Physicians Foundation to recognize outstanding community-based physicians who combine clinical practice with part-time teaching of family medicine. Boyd was one of 16



Boyd

community-based family physicians and part-time teachers throughout the country selected for this honor.

Pangburn Receives Business Leadership Award

Charlie Pangburn, chief legal counsel for University of Cincinnati Physicians, was recognized with the Walter R. Dunlevy/ Frontiersman Award at the Northern Kentucky Chamber of Commerce's annual dinner on Sept. 13, 2011. Established in 1968, the award recognizes an individual who has a lifelong history of outstanding service to the Northern Kentucky commu-



Pangburn

nity and the nominee's profession or industry, and who exemplifies the highest standards of personal integrity.

Pulmonary Rehabilitation Program Achieves Certification

The Cincinnati Veterans Affairs Hospital Medical Center's Pulmonary Rehabilitation Program is now certified by the American Association of Cardiovascular and

Pulmonary Rehabilitation. Ralph Panos, MD, professor in the division of pulmonary, critical care and sleep medicine, pulmonary section chief and associate clinical director at the Cincinnati VA, and Marci Moreno, a coordinator for cardiopulmonary rehabilitation at the Cincinnati VA, spearheaded the certification. The Cincinnati VA program is the second of its kind to receive this certification. ●

Summer Blood Drive a Success

Thank you to everyone who participated in the UC Health Summer Blood Drive for Hoxworth Blood Center. Between Victory Parkway and the UC Health Physicians Offices in Clifton and West Chester, 54 pints of blood were collected from 56 donors. Fred Beagle (radiology), Alma Breitfeld (surgery), Teresa Hall (University Pointe Surgical Hospital Imaging Center), Chrissie McAmis (neurology), Megan Payne (clinical trials) and Virginia Rudy (decision support) were selected in a random drawing of blood drive participants to receive UC Health prizes.



SAVE THE DATE:
UC Health Winter Blood Drive,
Tuesday, Dec. 20, 2011

Welcome New Clinicians



James Fortman, MD
Pain Medicine



Joseph Hart, MD
Vascular Surgery



Kai Huang, MD
General Internal Medicine



Mona Li, MD
Venous Surgery



Veer Patel, DO
General Internal Medicine



Karthik Ramani, MD
Nephrology



Houman Varghai, MD
Internal Medicine



Marcus Washington, MD
Family Medicine



Valerie Williams, MD
Thoracic Surgery

Mandatory Employee Flu Vaccinations

In an effort to reduce the spread of influenza (flu), University of Cincinnati Physicians now requires that all employees who report to, work in or spend time periodically in a location that sees patients receive an annual flu vaccine. This applies to employees who do not normally have patient contact but spend time in a location where patients are present. **A proof of vaccine form must be submitted to human resources by Nov. 18, 2011.** Employees with medical restric-

tions that prohibit receiving the influenza vaccine should complete an application for exemption form.

Vaccines will be provided to employees at no charge throughout the months of October and November during specified times at the UC Health Physicians Offices in West Chester and Clifton as well as Victory Parkway. The full influenza policy, required forms and schedule of vaccination times are available at www.ucphysicians.com/about/faculty-staff/human-resources/. ●

SERVICE EXCELLENCE "CAUGHT CARING AWARD"**UC Health University of Cincinnati Physicians is proud to recognize these outstanding employees with the "Caught Caring Award."**

Individuals were nominated by their peers for exemplifying UC Health's WE CARE philosophy of providing responsive, innovative and personalized care to patients.

A True Patient Advocate**SEPTIEN JOHNSON**

Nurse, UC Health Dermatology

Nominator Matt Meier, MD, a UC Health dermatologist, says he is always impressed with Johnson's commitment to patient advocacy and care. Recently, Johnson had a patient with cognitive disabilities who was placed on a medication with side effects regarding blood pressure. Johnson not only followed up with the patient but had her come back to the clinic to get her blood pressure rechecked to make sure was compliant and not in harm's way. Fellow nurse Candace Olsen adds: "This is just one example of Septien's

commitment to service excellence. We are fortunate to have such a kind and caring nurse on our staff."

Keeping Cool in an Emergency**ANNETTE HOLDEN**

Patient Services Representative, Orthopaedics

Quitting time doesn't always mean your "work" hat goes off ... this was the case recently for Annette Holden. As she was leaving the UC Health Northern Kentucky orthopaedics office, Holden witnessed an unfortunate accident: A patient she had previously registered backed out of the parking lot and hit a young man on a bicycle.

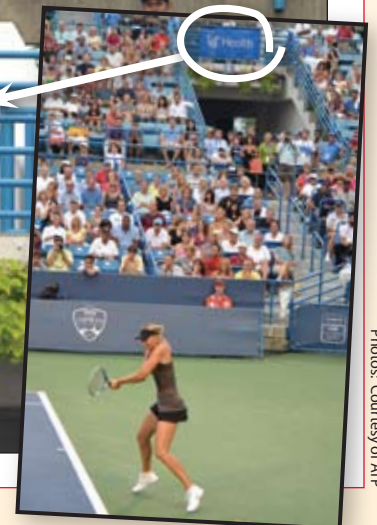
Holden immediately went to the young man's aid and pulled him out of the street to avoid additional injuries and brought him back into the patient office where she advised Physician Assistant Dave Doyle of the incident. She then went to comfort the woman who hit the young man. (Fortunately, the young man didn't suffer any serious injuries.) Holden then proceeded to call the young man's mother and talked to her in a tactful manner so as not to seriously alarm her. "Annette was cool, calm and professional in dealing with the out-of-the-ordinary situation. Kudos go to both her and Dave," says nominator Denise Couture. ●

Nominations

Do you know someone who deserves recognition for their commitment to the WE CARE philosophy? Nomination forms are available under Faculty/Staff on ucphysicians.com or from your unit manager. ●

UC HEALTH MAKES ITS MARK AT TENNIS TOURNAMENT

Thousands of people from Greater Cincinnati and beyond were exposed to the UC Health brand at the 2011 Western and Southern Open tennis tournament in August. UC Health provided first aid services at the eight-day event and served as a sponsor. Emergency medicine physicians were on hand to administer emergency care and dozens of UC Health employees volunteered to pass out information about health care services.



Photos: Courtesy of ATP

HOW WE MAKE A DIFFERENCE

Pancreatic Cancer Patient Finds Hope Through Shared Experience

Sometimes a little hope can go a long way in improving a person's outlook on life. This was the case for pancreatic cancer patient Jerry Coombs, who found his hope suddenly restored after an unexpected diagnosis of advanced pancreatic cancer.

He found that hope in the most unusual way: his car salesman, Jim Turner, at Cas-trucci Ford.

"My wife didn't like climbing into my pickup truck, so we had gone to see Jim to trade it in for a vehicle that was more to her liking," recalls Coombs, 69, of Colerain Township. "Jim knew about my pancreatic cancer diagnosis and that I was sort of struggling with my options. That's when he told me about Steve Holt."

Holt, 58, of Mason, had also recently been diagnosed with pancreatic cancer and was experiencing some success in treatment at UC Health.

Through a phone call facilitated by their mutual car salesman, Holt and Coombs shared their experiences with what Holt calls "a time stamp on your life." After that

conversation, Coombs felt rejuvenated and decided to get a second opinion with Holt's oncologist, Olugbenga Olowokure, MD, of UC Health.

"I wasn't satisfied with the way I was treated or the options I was given in the community," recalls Coombs. "Dr. Olowokure and Steve helped me see that even when there seems like there is no hope left, some still

exists. It's amazing how a positive person can help you think about things differently."

Coombs decided to enjoy the time he had to its fullest potential. Between aggressive chemotherapy treatments, he took up golf again and in June 2011 he and his wife, Mariann, took their children and grandchildren on a trip to Disney World.

"I truly believe UC has a fantastic group of people who aren't out for fame and glory—they have a genuine concern for people with cancer and want to eradicate this disease through research. I have so much faith, hope and trust in the team," adds Holt. "Hope is such a major part of your well being. You have to believe that you can beat the disease. Sure, I have slow days and bad days—but I'm still here and I have maintained my quality of life, despite the cancer."

Adds Olowokure: "Steve and Jerry are amazing patients who despite their circumstances have chosen to approach life with big hearts. On their individual chemotherapy days they can be seen trying to encourage other patients." ●



Olowokure

>> APPOINTMENTS AND REFERRALS

For appointment or referrals to hematology/oncology, call (513) 584-8500.

To learn about pancreatic cancer clinical trials at the UC Cancer Institute, call (513) 584-7698.



Jerry Coombs (left) with family on trip to Disney World

Courtesy of Jerry Coombs

"I truly believe UC has a fantastic group of people who aren't out for fame and glory—they have a genuine concern for people with cancer and want to eradicate this disease through research. I have so much faith, hope and trust in the team."

Steve Holt, pancreatic cancer patient



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