





UCHealth.com

WHealth.

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.





We **choose** to . . .

- *Reach for Miracles* 2 Educate 4 Serve 6 Go Where Care Is Needed 8 Be a Team Player 10 Empower 12 Comfort 14 Change the Game 16 Give Our All to Be the Best 18 Benefit the Community 19 Be in Many Locations 20



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 Lofgran

Richard P. Lofgren, 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.

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.

Caring for the Tiniest Hearts

Photo by Clint Spaeth

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.



We choose to Reach for Miracles People walk again . Chest pain breakthrough . Preemies thrive





1,170 BABIES WERE CARED FOR **ONE** March of Dimes Chapter Program Grant awarded



research studies conducted to help preemies get healthier and stronger



Keeping our community healthy for generations to come

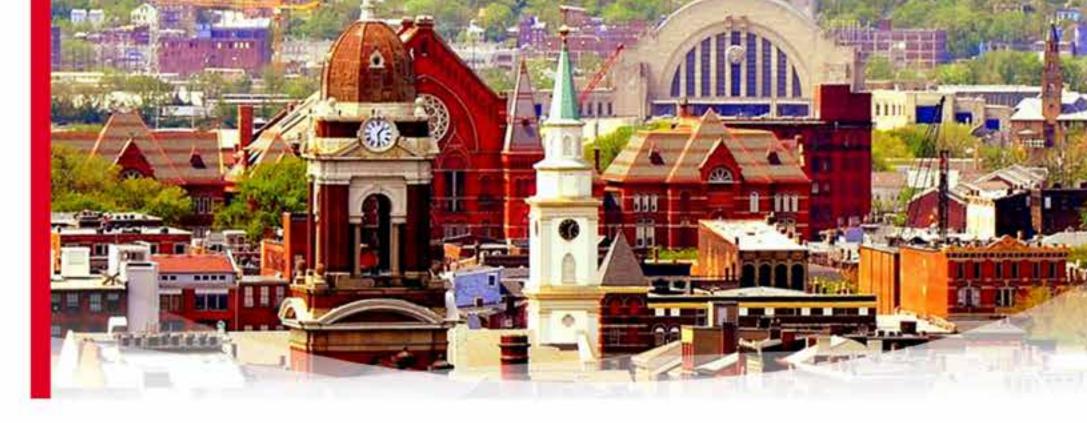
Today, our commitment to education extends beyond our academic medical center to the people of Cincinnati. We're reaching out directly to our neighbors, young people and business leaders to ensure our community stays healthy for generations to come.

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 need.

Helping Women and Minority-Owned **Businesses Succeed**

We **choose** to Educate

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.

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

"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 Francisco, Medical Explorers Program participant, scholarship recipient and pre-dentistry major at The Ohio State University



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

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-Jub 2018 Printary Care Cardiology Dermatology Endocrinology Neurology OB/GYN Orthopieedics Women's Primary Care

Downtown-Jahuary 2014

Primary Calls

Oakley-September 2014 Primary Care Dematology Imaging **OR/GYN** Lindynecolody Women's Primary Care

We choose to Serve

Women Underserved populations Business leaders Neighborhoods





When people can't get to us we go to them

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.



Bringing Lifesaving Screening Tests Directly to Patients

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



Screening goes mobile Virtual care

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 Council on Aging of Southwestern Ohio *Cincinnati State Technical and Community College Center for Respite Care* Epilepsy Foundation of Greater Cincinnati and Columbus Free to Breathe *Great Oaks Career Campuses* Greater Cincinnati Health Council

Hamilton City School District Hamilton Fire Department Hartwell Elementary School Hearing, Speech and Deaf Center of Greater Cincinnati Junior Achievement Lakota 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 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 First aid sponsor Our partners A greener Cincinnation Little Clinics

Photo by Michael Anderson

40% of landfill waste in Hamilton County is paper. We're helping to lower that! UC Health recycles $42\ tons$ of paper per month.



Providing tools and training that help and heal

ABBIET

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.

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.





"In just 10 minutes, we're giving people the knowledge and confidence needed to save lives."

—Jason McMullan, MD, TAKE10 Director



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.

We choose to Empower

HIV Early Intervention Program Partners

- Lighthouse Youth Services
- St. Joseph's Orphanage
- Talbert House
- Drop Inn Center
- Freestore Foodbank
- Central Community Health Board
- Our Daily Bread
- St. Vincent de Paul

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.

Offering patient-centered care is at our core

We believe exceptional health care is about more than just the caring. It's about comforting our patients in ways big and small. We know that when our patients and their families are comforted, they can focus on what really matters—getting healthy.

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.





We choose to Comfort

Photo by Derek Nolte

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 full access, 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

Rooms that heal • Giving others life



Innovating care every day for our neighbors

From helping critically ill patients breathe on their own again to transforming prostate cancer detection and treatment to improving the way our neighbors manage their diabetes, we are committed to finding the latest innovations in health care to help keep our community healthy and strong.



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. Donovan Jr., 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 hardestto-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 Change the Game

Photo by Richard Cawood



Detecting prostate cancer Caring for the critically ill



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.

UC Health

- Retired President and CEO Jim Kingsbury received the Ohio Hospital Association's Donald R. Newkirk 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 Ouality 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 Ouality 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[®] —GWTG[™] Silver Performance Achievement Award from the American College of Cardiology's National Cardiovascular Data Registry
- Ranked as one of the Best Regional Hospitals for Cardiology & Heart Surgery by U.S. News & World Report
- Received Baby-Friendly Hospital designation from Baby-Friendly USA

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 III Trauma Center verification from the American College of Surgeons
- Ranked #7 out of 38 hospitals in Cincinnati and #26 out of 230 hospitals in Ohio by U.S. News & World Report. The magazine also recognized West Chester Hospital's orthopaedics and nephrology programs, and noted its high patient safety 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

We choose to Give Our All to Be the Best

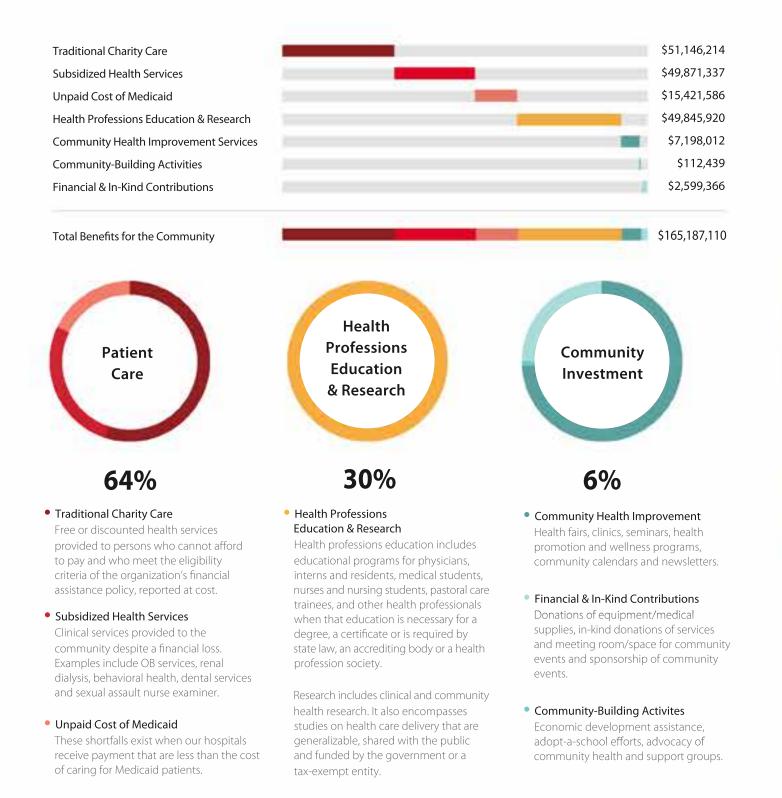
Daniel Drake Center for Post-Acute Care

- 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 Ekso™ Bionics exoskeleton variable assist technology to help patients walk after stroke, traumatic brain injury, multiple sclerosis, Guillian-Barre 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 Dementia Program of Distinction by Alzheimer's Foundation of America for its Bridgeway Pointe 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)

Community Benefit



Inpatient and outpatient services available in the following communities:

Ohio Adams County, Anderson, Brown County, Clifton, Downtown, Fairfield, Harper's Point, Hartwell, 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

West Chester Hospital

for Post-Acute Care

Daniel Drake Center

Linder Center of HOPE

West Chester Hospital Surgical Center

University of Cincinnati Physicians

UC Cancer Institute + UC Diabetes and Metabolic Disease Institute + UC Heart, Lung and Vascular Institute + UC Neuroscience Institute