

central line

For the employees and clinicians of UC Health / September 2017



1 Business of Fun

Musician weaves talents into work

4 Real-time Fix

Intern program addresses issues on the spot

5 Life-changing

One young man's weight-loss success

Beginning this month, UC Health will transition to a new advertising campaign. We will shift away from the "We See" campaign, which focused on telling the market what we are and begin sharing—in a simple, bold fashion—what that really means and why it matters to our patients.

Above: A look at a magazine advertisement featuring one element of UC Health's new advertising campaign.

UC Health

Telling Our Story



Colleagues,

The cover of this edition of *Central Line* offers a look at our new advertising campaign. This campaign represents a moment in time as we shift to better explain the benefit of academic medicine.

We've already staked our claim as the region's academic health system. It's time to explain what that means and *why it matters* to our patients.

In addition to the message on this month's cover, you'll begin to see phrases that emphasize our 24/7/365 approach to providing subspecialty care found nowhere else in the region.

We'll continue to evolve to ensure we're resonating with consumers, but our focus on the academic medicine difference will remain steadfast because only we can lay claim to this message.

I encourage you to watch the video at the link below and consider what academic medicine and UC Health means to you. Then, take a look at the stories of compassion, innovation and life-saving care featured in this month's *Central Line*.

Sincerely,

Richard P. Lofgren, MD
UC Health President & CEO

"We've already staked
our claim as the region's
academic health system...
It's time to explain why it
matters to our patients."



Bonus video at
uchealth.com/central-line

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OUR PURPOSE

To advance healing and reduce suffering.

OUR MISSION

We are committed to advancing medicine and improving the health of all people—regardless of race, ethnicity, geography or ability to pay—by fostering groundbreaking medical research and education, delivering outstanding primary and specialty care services, and building a diverse workforce.

OUR VISION

To use the *power of academic medicine* to advance the science of discovery and transform the delivery of care.

OUR VALUES

PRIIDE: We will serve our patients, our community and one another by:

Putting PATIENTS and families first.
Showing RESPECT.
Acting with INTEGRITY.
Embracing INCLUSION.
Seeking DISCOVERY.
Offering EMPATHY.

Central Line is a monthly publication for employees and clinicians of UC Health. It is produced by UC Health Marketing & Communications. Send your comments and ideas to central-line@uchealth.com.

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Volume 1, Issue 4

Enriching Lives

Musician puts talent to use with residents he serves

Kyle Knapp / EduFit Activities Specialist / Bridgeway Pointe

BY DAMA EWBANK

KYLE KNAPP is in the “business of fun” at Bridgeway Pointe—but, as “EduFit” activities specialist, he is responsible for so much more than that.

As his boss and Bridgeway Pointe Executive Director Bill Wexler likes to put it, he’s really a life-enrichment coordinator.

“When you love what you do, it doesn’t feel at all like work.”

Knapp, an Eagle Scout and professional musician who brought his talents to UC Health’s assisted living community in December 2016, is the son of a nursing

home administrator and understands the unique needs of older adults.

On any given day, he could be leading group outings or activities like bingo or chair volleyball. But he is also known to spend time one-on-one with residents—connecting through talents or comforting words.

“When you make a connection with a resident, that feeling is just great,” says Knapp. “It’s an overwhelming experience.”

Knapp shares his love for music with many residents at Bridgeway Pointe, which sits adjacent to Daniel Drake Center for Post-Acute Care. On one Thursday in August, a member of Knapp’s band, The Turkeys, joined him for an afternoon concert for nearly two dozen residents who sang

along to tunes by, among others, Simon and Garfunkel and America.

He has even worked with two residents to record their own singing or piano playing onto CDs that they can share with friends and family.

“Being able to incorporate my love for music into what I do is the most rewarding aspect of my job,” says Knapp, who quickly adds that the word ‘job’ really doesn’t accurately describe what he does at Bridgeway Pointe.

“When you love what you do, it doesn’t feel at all like work.” •



Bonus video at uchealth.com/central-line

Pioneering Physician

UC neurosurgeon first-in-nation to use advanced tool

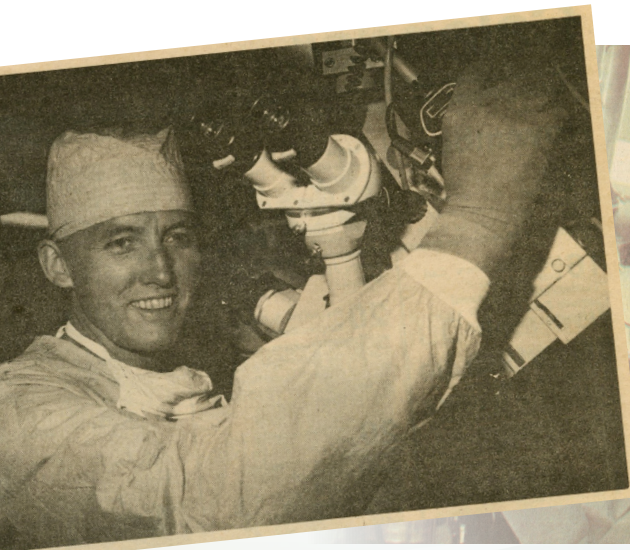


Image scans courtesy of the Henry R. Winkler Center for the History of the Health Professions, part of the University of Cincinnati Libraries.

JOHN TEW, MD, has been a pioneering physician in the field of neurosurgery at UC Health and beyond. In 1984, he became the country's first surgeon to receive FDA approval to use the YAG laser to vaporize previously inoperable brain tumors.

These images—taken by *Cincinnati Enquirer* photographers in the early 1980s, show Tew demonstrating and putting to use the laser technology, which increased precision and improved outcomes for patients.

Tew, who in 2011 was named a Great Living Cincinnati, served as chairman of the UC Department of Neurosurgery for 20 years. ●

..... Safe & Well

TRUST YOUR INSTINCTS

WITH CHILDREN HEADED BACK to school, many parents are breathing a justifiable sigh of relief. But after the household has settled into a routine and those “first day of school” jitters are over, it doesn’t mean there’s smooth sailing until next summer, UC Health psychiatry specialists warn.

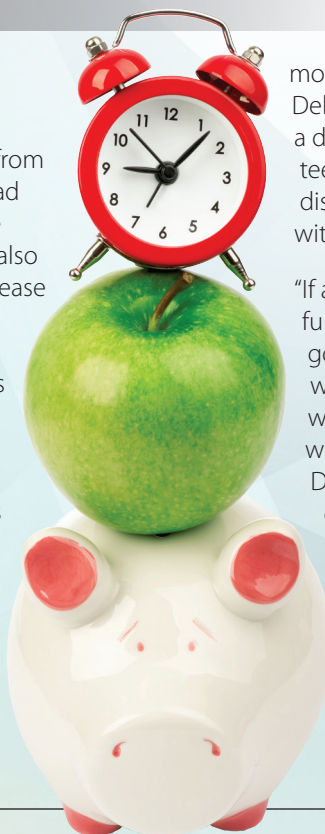
“This is the time when we start seeing the stress of school have its full effect,” says Melissa DelBello, MD, Dr. Stanley and Mickey Kaplan Professor and Chair of the UC Department of Psychiatry and Behavioral Neuroscience.

Once school kicks into full gear, mood and anxiety disorders may start to manifest themselves—and parents need to be on the lookout for signs of these disorders in their children, including temper tantrums, extreme mood swings

or even withdrawal from friends and family.

“This struggle may arise from social pressures which had been avoided during the summer months. It may also relate to a perceived increase in performance pressure and fears that they will disappoint peers, parents and/or teachers,” says Jeffrey Strawn, MD, associate professor of psychiatry and pediatrics at UC, and director of the Anxiety Disorder Research Program.

Few teenagers, of course, are immune to temper tantrums,



mood swings and worries. But DelBello points out that there’s a difference between normal teenage behavior and a mood disorder that could be helped with successful treatment.

“If adolescents are not functioning in their role of going to school and achieving what they need to in school or with their peers or family, that’s when it becomes a problem,” DelBello says. “Certainly, many children and adolescents can be irritable or moody. But when in doubt, trust your instincts—and don’t hesitate to seek help.”

UC Health Psychiatry can be reached at 513-558-7700.



Your Questions Answered

When is Benefits enrollment?

UC Health's annual benefits enrollment period runs from Monday, Oct. 30, through 5 p.m., Monday, Nov. 20.

Employees are encouraged to attend an upcoming Benefits Fair to learn more about the many benefits offered through UC Health.

Do you have a question we can answer?
Email central-line@uchealth.com.

BENEFITS FAIRS

Tuesday, Oct. 3

11 a.m. to 1:30 p.m.
Daniel Drake Center for Post-Acute Care
Cafeteria

Wednesday, Oct. 4

11 a.m. to 1:30 p.m.
Victory Parkway
Lower level lunch room

Thursday, Oct. 5

11 a.m. to 1:30 p.m.
Lindner Center of HOPE
Cafeteria

Tuesday, Oct. 10

11 a.m. to 2 p.m.
UC Medical Center
Dining area across from Starbucks

Wednesday, Oct. 11

11 a.m. to 2 p.m.
West Chester Hospital
Main-level breezeway

Thursday, Oct. 12

11 a.m. to 2 p.m.
UC Health Business Center

COMPLIANCE CORNER: The Importance of Safeguarding Paper PHI

PROTECTED HEALTH INFORMATION (PHI) is information received from, or given to, UC Health that can be used to identify a patient. It is any information that relates to past, present or future physical or mental health or condition of a patient; identifies the patient or can be used to identify the patient; and can be related to patients both living and deceased. It is very important that anyone who has access to UC Health PHI utilize reasonable safeguards to keep patients' PHI secure from any accidental or intentional use and disclosure not permitted by the HIPAA Privacy Rule.

Many health care providers and professionals have long made it a practice to ensure reasonable safeguards for patients' health information as it relates to paper PHI. For instance:

- Keep PHI off counters or desks where patients or visitors can view it.
- Don't leave PHI in unsupervised areas.
- Put PHI in a secure area when it is not in use by locking it in a filing cabinet or records room.

Ensure that the correct patient receives their medical records, after visit summaries, orders or prescriptions upon discharge or leaving the clinic.

Properly dispose of any kind of PHI in a shred bin after use. This includes PHI that can be found on an IV bag. This PHI must be disposed of properly in a shred bin and not a regular trash bin, unless all of the PHI is blacked out on the IV bag.

Protection of patient confidentiality is an important practice for UC Health and employees are encouraged to report possible issues to their supervisor or any member of management, human resources or UC Health's chief privacy officer (Gina Witko) or HIPAA coordinator (Caitlin Richman). Email hipaa@uchealth.com, call 58-HIPAA or make an anonymous call to the Compliance HelpLine at 1-866-585-8030. ●

This article was written by UC Health's Compliance department.

Boots on the Ground

Interns rounding to improve patient experience

BY AMANDA NAGELEISEN

JAKE PERRMANN has wanted to be a physician since the third grade, when he tore his ACL playing soccer. But near the end of his first year of pre-med studies at the University of Cincinnati, he realized there's more to practicing medicine than what you read in textbooks.

And so every afternoon, Monday through Thursday, Perrmann arrives at the UC Medical Center Office of Patient Experience for a unique internship that gives him a behind-the-scenes look at the healthcare system—and firsthand experience interacting with patients.

"It's really interesting: three patients could have the same disorder, but they all handle it differently. So I'm learning when I can joke around, or need to be more serious—the human factor," he said. "I've already noticed I've become more empathetic. My bedside manner has definitely improved."

Patients are more satisfied, too: on units where the interns round, complaints have decreased by 40 percent since the patient experience internship program was launched a year ago.

"The program helps us address patient issues and complaints in real time: everything from how to order breakfast, to how to navigate the hospital," said Patient Experience Manager Jenna Kelly.

The semester-long internship is open to students from any area university who excel academically and who have an interest in healthcare.

The interns work five-hour shifts, performing daily rounds and assisting



Jake Perrmann, left, with Jenna Kelly, patient experience manager at UC Medical Center. Perrmann is part of the patient experience internship program that Kelly helped develop.

"...I've become more empathetic. My bedside manner has definitely improved."

patients with a range of non-clinical needs. They take patient feedback—the good and the bad—and share it with the unit's nurse manager. The interns are piloting a new e-rounding tool, Orchid, which is directly connected to Epic. Using handheld tablets, they now transmit patient feedback to nurse managers in real time.

During a typical shift on 6NW, Perrmann might round on up to 24 surgical patients, many of whom he gets to know personally.

"The majority of the time, patients say the nurses and doctors are fantastic and they love it here," he said. "But we also address negative experiences: rather than let an issue build and build,

and turn into a bad experience for both the nurse and the patient, we can help address those and help the hospital improve."

The internship program has doubled in size from five to 10 interns since it was launched a year ago.

Kelly, who was awarded Leader of the Quarter at UC Medical Center's August PRIIDE Awards, in part, for her work with the patient experience internship program, hopes it will continue to grow.

"I would love to see an intern every day on every unit," she said. "●"



"You always worry that it could crop back up, so you've got to be diligent."

MAKING A DIFFERENCE

Regaining Control

UC Health helps athletics staffer achieve weight-loss success

BY BILL KOCH

RYAN KOSLEN has been subjected to unflattering comments about his weight for most of his life. He heard them when he was a kid and from fans on the road when he walked across the field. He tried to act like he didn't hear them, but he did. He heard them all.

Today, after losing 196 pounds in 12 months, Koslen hears mostly compliments from his family, friends, colleagues and reporters who cover the University of Cincinnati athletic program.

Koslen, 39, has struggled with his weight since he was a kid growing up in Mayfield Heights outside Cleveland. He's always known he should do something about it, but never was able to take the first step until a year ago. Finally, after being prodded by UC Director of Athletics Mike Bohn and Executive Senior Associate Athletic Director (AD) Karen Hatcher, he decided the time had arrived to take action and enrolled in the non-surgical weight loss program at UC Health's Weight Loss Center in West Chester.

It was a huge step for Koslen, a UC associate AD and the primary media

contact for football since he arrived from Houston in 2008.

"I was afraid if I told people I was doing it and I failed, that wouldn't have been good for me from a medical standpoint," Koslen said. "I probably would have felt even worse. And then lo and behold, I think I lost seven or eight pounds in about five days. I was all in after that. I was off and running."

In the last year, he's seen his weight drop from 441 pounds to 245. He's lost so much weight that sometimes acquaintances he hasn't seen for awhile don't recognize him at first glance. He's been asked more than once if he's been sick.

"My favorite thing of all time was when somebody a few weeks ago said they were worried that I might have a problem because I was getting too skinny," Koslen said. "File that under something I never thought I'd hear. That was enjoyable."

Koslen said he no longer craves sweets. He used to eat a lot of heavy textured and fried foods. Now he's into fresh vegetables and salads.

The journey has already changed his life, but Koslen understands that it's just beginning.

"This is gonna be a long-term deal," he said. "You always worry that it could crop back up, so you've got to be diligent."

Koslen has more energy. His risk of diabetes is gone and his blood pressure has fallen to normal levels. And now he has even more motivation not to let himself fall back to where he was. In June, his twin sister, Marnie Younker, had a baby boy that she named Simon. Koslen is Simon's godfather and he's determined to watch him grow up.

"You see people all around dying from weight issues," he said. "I didn't want to be a statistic." ●

Bill Koch is a staff writer for GoBears.com. This article is an excerpt from Koch's full-length feature story. Read the entire piece at gobearcats.com.



Bonus video at
uhealth.com/central-line

NEWS AND NOTES

Recognition

U.S. News & World Report has released its annual hospital rankings. The Ear, Nose and Throat program at UC Medical Center has moved up once again and now ranks No. 17 nationally. In addition, Urology at UC Medical Center rose from No. 46 to No. 33. UC Medical Center was also listed by U.S. News as “high performing” in two specialties (Gastroenterology/GI Surgery and Nephrology) and was named “high performing” for Heart Failure among the publication’s ratings of Common Adult Procedures and Conditions.

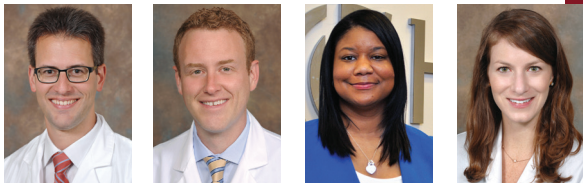
Accreditation

UC Medical Center’s Sleep Center at Holmes has been awarded Ambulatory Accreditation status from The Joint Commission.

UC Cancer Institute’s Comprehensive Breast Cancer Center has received a three-year re-accreditation by the National Accreditation Program for Breast Centers of the American College of Surgeons.

Required Training

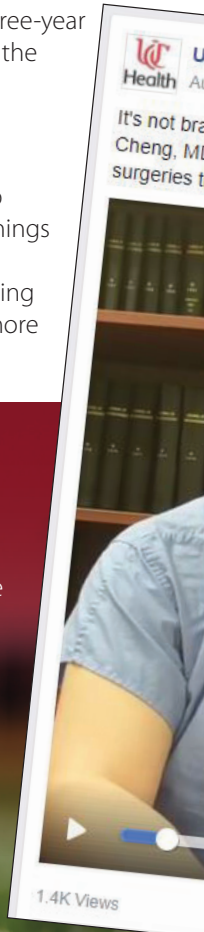
Beginning Monday, Sept. 25, all employees and providers will have access to their assigned annual training requirements in myKnowledge. Required trainings for all employees will include HIPAA Privacy Training and IT Security Training. Providers can expect to take the HIPAA and IT Security courses, as well as Billing Compliance Training and a Medicare Parts C & D training requirement. For more information, contact the UC Health Service Desk at 513-585-MYPC (6972).



Four from UC Health have been named to this year’s Forty Under 40 class by the *Cincinnati Business Courier*. JUSTIN BENOIT, MD, emergency medicine; BRIAN GRAWE, MD, orthopaedic surgery; CHRISTIE KUHNS, Esq., vice president for community relations; and SARAH PICKLE, MD, family and community medicine, will be recognized alongside the other honorees at an awards dinner Tuesday, Sept. 19.

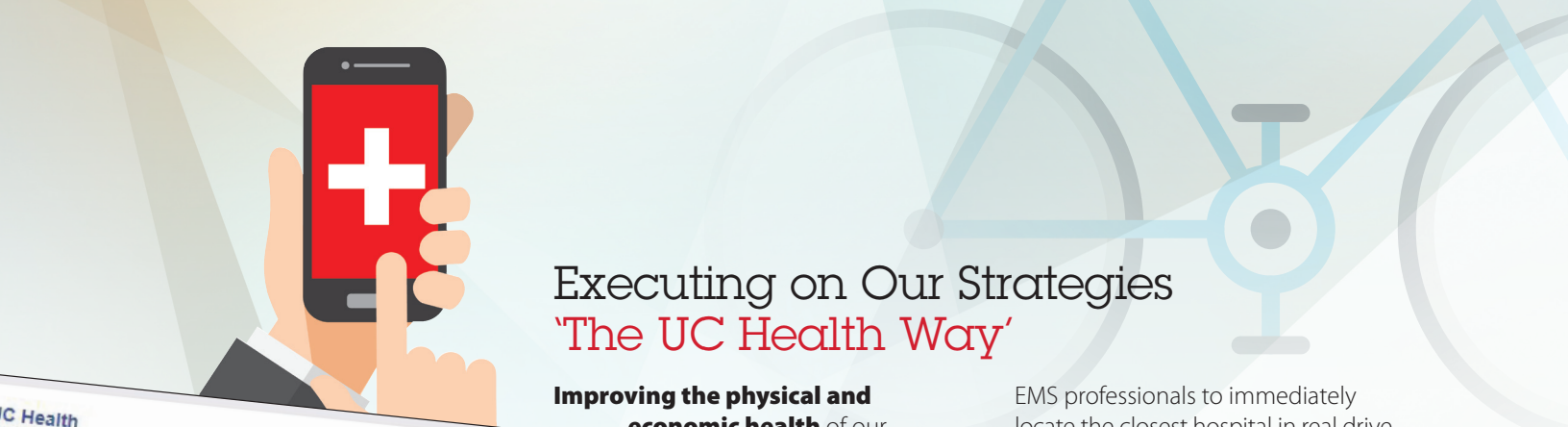
Special Discounts

UC Health employees have access to a number of great discounts, including reduced-price Cincinnati Bengals tickets, now through December. Get in on the action as the Bengals celebrate 50 seasons of football (bengals.com/50). Details are available on the “Discounts” page on the UC Health Intranet.



Members of UC Health’s Public Safety team set up at the Business Center in late July for a Pastries with Public Safety event. Held regularly throughout the year at UC Health’s locations, these events allow employees to ask questions, share concerns and get to know the Public Safety team.

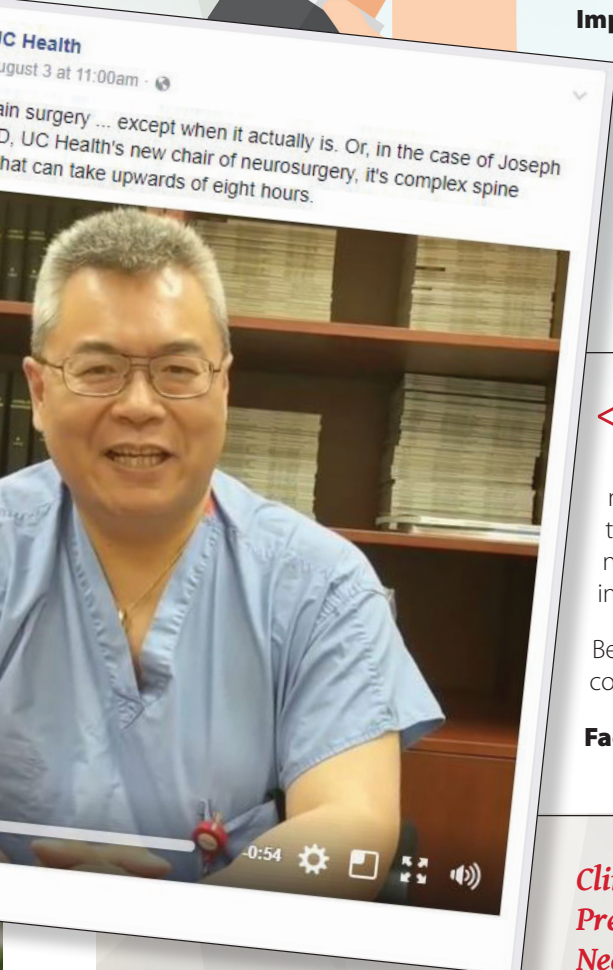
Pictured, from left to right: Bob Thinnies, Alan Jones, Warren Woodard and John Shumate.



Executing on Our Strategies 'The UC Health Way'

Improving the physical and economic health of our community is one of UC Health's Core Four strategies and a new "app" developed by West Chester Hospital is doing just that. The first-of-its-kind mobile app for emergency medical services (EMS) was launched in August and allows

EMS professionals to immediately locate the closest hospital in real drive time, access turn-by-turn directions, coordinate with care teams before arrival and quickly call for any extra information. Ryan Burke, West Chester Hospital emergency management officer, developed the app in conjunction with Paperless Health.



<<<<<FEATURED POST

AUGUST MARKED National Neurosurgery Awareness Month and UC Health's social media team used the occasion to introduce followers to new neurosurgeons, educate them about the brain and debunk myths about neurosurgery. Joseph Cheng, MD, newly named chair of the UC Department of Neurosurgery, shared some interesting information about powering through lengthy operating room cases.

Be sure to follow UC Health on Facebook, Twitter and Instagram, where we curate content for you to like and share.

Facebook: UCHealthCincinnati **Twitter:** @UC_Health **Instagram:** UC_Health

Clinical Trial Spotlight: Pregnant Women and Their Infants Needed for Research Study

What: This study seeks to understand how the natural immune factors of mothers and babies protect against infections in the first two years of life. The information from this study will help doctors to make better vaccines to prevent these infections in the future.

Who: You may be able to take part in this study if you are:

- 18 to 45 years old;
- 34 or more weeks pregnant;
- Plan to deliver at the University of Cincinnati Medical Center or The Christ Hospital;
- Agree for your infant to have study follow up until 2 years of age.

Pay: Participants will receive over \$1,500 if all study procedures are completed over the two years of this study.

Details: For more information, contact the MFM research coordinator Jess James at 513-584-4019 or james2ja@ucmail.uc.edu.



AHA! MOMENT

Examining Opioid Prescribing Practices in Ohio EDs

A survey led by a team of UC researchers reports that the majority of Ohio's emergency department (ED) administrators and physicians are in support of the most recent state guidelines for prescribing opioids, but challenges still exist in implementation.

A team led by principal investigator Neil MacKinnon, PhD, dean of UC's James L. Winkle College of Pharmacy, queried 163 Ohio hospital administrators and ED physicians to determine the extent and level of adoption of the 2014 Ohio Emergency and Acute Care Facility Opioids and Other Controlled Substances (OOCs) prescribing guidelines. They also sought feedback and recommendations for improvements that would assist with implementation.

The OOCs guidelines are designed to urge emergency department prescribers to first consider non-opioid therapies, avoid using opioids for chronic pain, and to encourage prescribers to check Ohio's prescription drug monitoring program, the Ohio Automated Rx Reporting System (OARRS), for prior opioid prescriptions.

Responses from 150 hospitals were obtained (a 92 percent response rate), and of those respondents 112 either had an OOCs prescribing policy, were adopting one or were already implementing guidelines without a specific policy.

Survey participants identified barriers to guideline adherence, such as frustrations in navigating the OARRS software fields and the complex relationship between how the refusal of pain medications reflects in patient satisfaction scores, which impacts both the hospital and physician performance ratings.

"Clearly a coordinated, system-level response is required and there is much work left to do," says co-investigator Michael Lyons, MD, associate professor of emergency medicine at the UC College of Medicine.

While there is evidence that rates of opioid prescribing are decreasing, Lyons says the survey also shows that not all hospitals are engaged to the same degree.

The survey was commissioned and funded by the Ohio Department of Health.

Content provided by UC Academic Health Center Public Relations and Communications.



UNITED WAY CAMPAIGN BEGINS SEPT. 11



United Way of Greater Cincinnati

UC HEALTH'S 2017 United Way giving campaign gets underway Monday, Sept. 11, and runs through Friday, Oct. 6. Our goal this year is to raise \$475,000 to help the United Way to fund the many programs and agencies that help our neighbors in need.

Your contribution—no matter the size—can make a significant difference. Giving to United Way helps to maintain the health of the communities we serve by making sure special services are available for those who need it most.

Be on the lookout for an email from United Way on Monday, Sept. 11, or pick up a paper donor form after Sept. 11 at your site's human resources office.

Questions should be directed to one of the 2017 United Way champions listed below:

Site Champions:

- Rob Wiehe and Craig Cain (Business Center)
- Keith Russell and Sharon Mullins (Daniel Drake Center for Post-Acute Care)
- Ruby Crawford-Hemphill and Brandi Day (UC Medical Center)
- Ted Brandt and Mike Regg (Ambulatory)
- Ron Rohlfing and Lisa Crachiolo (West Chester Hospital)

UC Physicians/College of Medicine:

- Heather Cox, Michelle Cooper and Steve Petrovic

Physicians and Faculty:

- Art Pancioli, MD, and Michael Lieberman, PhD



SNAPSHOT

UC Health Giving Back

UC HEALTH IS AN ACTIVE supporter of a number of events and community health initiatives across the region, and many of our employees step up as volunteers to help out, share information and provide health screenings. And sometimes our community partners come to us! Here's a peek at some recent activity.



Left: UC Health President & CEO Richard P. Lofgren, MD, far left, served as Grand Marshall for the 2017 Midwest Regional Black Family Reunion community parade. He was joined by many from across UC Health along the parade route in Avondale.

Bottom left: UC Health's Katie Ditchen, front right, and Ann Klusmeier, center back, took a moment at National Night Out in College Hill to snap a photo with members of the Cincinnati Police and Hamilton County Sheriff's departments.

Below: Members of the SICU team at UC Medical Center replaced their stethoscopes with hammers and drills during a recent service project with Habitat for Humanity in Madisonville.



>> Would you like to become a UC Health Volunteer

Ambassador and learn about opportunities to represent UC Health in the communities we serve?

Email Dan Maxwell at daniel.maxwell@uchealth.com.

COMING UP

Internal Medicine Conference

Saturday, Sept. 9

Titled "Updates Every General Practitioner Needs to Know," this one-day conference is for healthcare providers looking for updates in internal medicine or fulfilling their CME requirements. UC designates this live activity for 5.75 AMA PRA Category 1 Credits™. Register at 1stannualgimconference.eventbrite.com.

UC Health Nursing Retreat

Thursday, Sept. 14, 8 a.m. to 5 p.m.

Daniel Drake Center for Post-Acute Care
myKnowledge course number ONS25535.

Findlay Market Pop-up

Thursday, Sept. 28, 11 a.m. to 1 p.m.

CARE/Crawley Kaplan Reception Area

Trauma Nurse Symposium

Wednesday, Oct. 4

Daniel Drake Center for Post-Acute Care

National Telehealth Conference

Monday, Oct. 9, and Tuesday, Oct. 10

Procter Hall, UC College of Nursing
UC designates this activity for 10.5 AMA PRA CME Category 1 Credits™. UC Health and UC employees can get half-off the already discounted conference admission price using the code UCHEALTH. Learn more or register at nationaltelehealthconference.com

Mobile Mammography Screenings

Monday, Oct. 23, 9 a.m. to 1 p.m.

Daniel Drake Center for Post-Acute Care

Thursday, Oct. 26, 8 a.m. to 2:30 p.m.

UC Health Business Center

For Appointments or financial assistance, call 513-584-PINK (7465).

Quarterly Leadership Meeting

Thursday, Nov. 2, 8 a.m. and 1 p.m.

Sharonville Convention Center

central line

For the employees and clinicians of UC Health / September 2017



Discounts and Offers >>

Join in and wear black! Join your UC Health colleagues in all black for the UC Bearcats' homecoming game against Southern Methodist University Saturday, Oct. 21, 2017. Visit gobearcats.com and use promo code UCHEALTH for \$25 tickets, which include game admission, a Bearcats T-Shirt and pre-game tailgate with inflatables, food trucks and live music.