


central line

FOR THE EMPLOYEES AND CLINICIANS OF UC HEALTH | FEBRUARY/MARCH 2018



Dianne Barnes has been greeting visitors at UCMC for 41 years. **See page 2 for details.**

Heart & soul

Nurse gives all she's got in honor of daughter
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Lead the Way

UC Health's enhanced internal communications
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Double duty

Drug long used to treat gout may help heart patients
page 7



| 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**



*A survivor's story —
read about how
UCHealth's
transplant team
helped save Thomas
Ashbrook's life.*

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Central Line is a bi-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 2, Issue 2



| lofgren's letter |

Lead the Way

Colleagues,

This issue of *Central Line* marks yet another change to the way we communicate. This edition has taken on the “Lead the Way” look, a signal that the messages being delivered are for you, our UC Health employees and clinicians.

This latest issue also marks the start of a change to our *Central Line* production schedule. With the launch of “The Link”—our new digital communications tool updated daily—we’ll move to bi-monthly production of the *Central Line* newsletter.

We remain committed to telling the stories of our people and patients, so our monthly video series will continue at The Link.

By communicating in a united, consistent and inspiring way, together we can Lead the Way and be recognized as the place where patients want to receive their care and where employees, clinicians and partners want to work and practice.

Sincerely,

Richard P. Lofgren, MD
UC Health President & CEO

| on the cover |

DIANNE BARNES WAS ON HER WAY from South Carolina to Chicago in 1977 when she decided to stop in Cincinnati to see relatives and stay for a long visit. She recalls giving herself six months in the Queen City to find a job before continuing her trip north. The rest, as they say, is history. Barnes is now in her 41st year of greeting visitors at the information desk in UC Medical Center's main lobby. She attributes her longevity with the hospital—and with her role there—to a love for what she does and a love for her teammates.



| compliance corner |

The importance of minimal use and reasonable safeguards

ON APRIL 1, 2015, THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS), Office for Civil Rights (OCR), received a complaint alleging that UC Medical Center had violated the Federal Standards for Privacy of Individually Identifiable Health Information and/or Security Standards for the Protection of Electronic Health Information. A patient alleged that a UC Health employee at UC Medical Center had disclosed his protected health information (PHI) to an unauthorized third party.

The Privacy Rule requires UC Health to have in place appropriate administrative, technical and physical safeguards that protect against uses and disclosures not permitted by the Privacy Rule and that limit incidental uses or disclosures. Reasonable safeguards will vary from one organization to another depending on factors such as size of the organization and the nature of its business. In implementing reasonable safeguards, UC Health is responsible to analyze its own needs and circumstances, such as the nature of the PHI UC Health holds, and assess the potential risks to patients' privacy. UC Health should also take into account the potential effects on patient care and may consider other issues, such as the financial and administrative burden of implementing particular safeguards.

Many healthcare providers and professionals have long made it a practice to ensure reasonable safeguards for individuals' health information, for instance:

- By speaking quietly when discussing a patient's condition with family members in a waiting room or other public area;
- By avoiding using patient names in public hallways and elevators, and posting signs to remind employees to protect patient confidentiality;
- By isolating or locking file cabinets or records rooms; or
- By providing additional security, such as passwords, on computers maintaining personal information.

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. 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 staff within UC Health's Compliance Department.

| get involved |

Join the Heart Mini, stay for the party

Not yet registered for the 2018 Heart Mini? There's still time to join. And everyone who registers with a UC Health or UC team is invited to the UC Health After Party at the Backstage Event Center.

The deadline to register online for the Heart Mini is March 14, 2018. After that, you must register in person Saturday, March 17, at the Heart Mini Expo at the Duke Energy Center, or on race day, March 18, from 6:30 to 11:45 a.m. in the First Financial Building Lobby, Downtown Cincinnati.



To register before March 14:

Visit heartmini.org and search for UC Health or University of Cincinnati in the company listing to join a team. You can also register using payroll deduction at surveymonkey.com/r/UCHEALTHREG18.

After Party details:

Sunday, March 18
9 a.m. to 3 p.m.
Backstage Event Center,
625 Walnut Street
Breakfast options early, transitioning to lunch selections.



| safe & well |

Boost your 'cyber health' in 2018

The new year has many planning for better physical health, but UC Health's Information Systems & Technology (IS&T) team suggests it's also a good time to make improvements to your "cyber health" through good "cyber hygiene." The following tips can help you to stay secure both at work and at home:

Create safe passwords. Use upper and lower case letters as well as special characters and/or numbers. Don't post passwords or share them electronically or via text.

Think before you link to avoid being baited. "Phishing" attempts (spearphishing and whaling) are efforts to get you to click links, open attachments or reply to messages with the end goal of doing something to jeopardize information security. Hover over links to see if they match up to where you think they should go. Check for misspellings or tricky character substitutions, e.g., 1 for l.

Don't fall for social engineering. These are ploys—sometimes coming from senders known to you—offering free items, warnings of past-due invoices, "urgent" requests for help, requests for access to accounts or requests for sign-on credentials. If you don't know the sender, make attempts to validate them. If you are familiar with the sender, make note of whether the message seems legitimate based on past communications. If in doubt, give them a call to be sure the message is authentic.

If you think you've received a phishing email at work, call the IS&T service desk at 513-585-MYPC (6972).

| our roots |

Firsts on display

AMONG THE COLLECTION AT THE UNIVERSITY OF CINCINNATI'S Henry R. Winkler Center for the History of the Health Professions stands a prototype of the first viable heart-lung machine—an apparatus that essentially takes over the functions of the heart and lungs during heart surgery.

Invented by the late Leland Clark, PhD, who served on UC's faculty from 1955 to 1958, and UC colleagues Samuel Kaplan, MD, and James Helmsworth, MD, the machine was first used successfully in 1957.



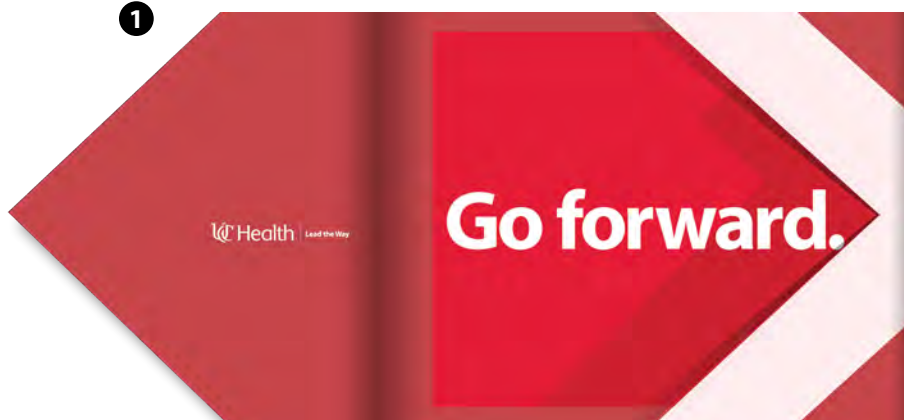
A heart-lung machine is an apparatus that essentially takes over the function of the heart and lungs during heart surgery.

The invention—and the fact that it could be dismantled and sterilized—allowed for the creation in Cincinnati of one of the first hospital ICUs in the world.

Clark, a prolific inventor who has been referred to as the "father of biosensors," went on to receive numerous honors, including, in 1993, the UC College of Medicine's Daniel Drake Medal.

To learn more about exhibits at the Winkler Center, visit libraries.uc.edu/winkler-center.html

1



in focus

3



Lead the Way

At UC Health, many things contribute to our culture: from patient-centered care and community impact, to research and collaboration, to our unity as a team.

Lead the Way—our new internal communications enhancement—unites these and brings together the great work being done in every facet of our culture, from Benefits & Wellness to Growth & Development and more. **Look for:**

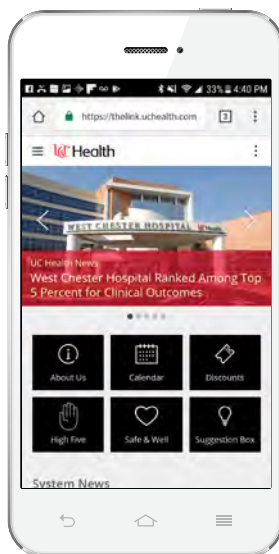
Improved communication. Check out The Link, our new communications tool designed to improve accessibility through mobile technology and deliver news and information relevant to you. <https://thelink.uchealth.com>

Ways to submit ideas and feedback. The Link will make this a priority. Click the “Suggestion Box” button to submit an idea.

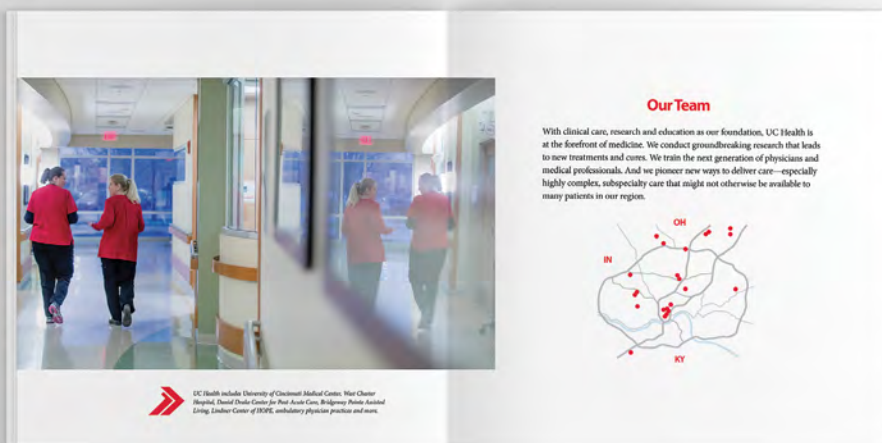
Your colleagues. Our Lead the Way materials use photos and videos of our employees, clinicians and partners.

Have any questions?
Email thelink@uchealth.com.

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1. A DIRECT MAIL PIECE sent to employees introducing the purpose of Lead the Way, its anthem and visuals. 2. LEAD THE WAY MATERIALS like these posters feature employees from across UC Health. 3. SCREENSHOT OF THE LINK, the internal communications tool (see back cover of this newsletter for more details). 4. INTERIOR PAGES of the Lead the Way brochure, which introduced cultural initiatives being implemented at UC Health.

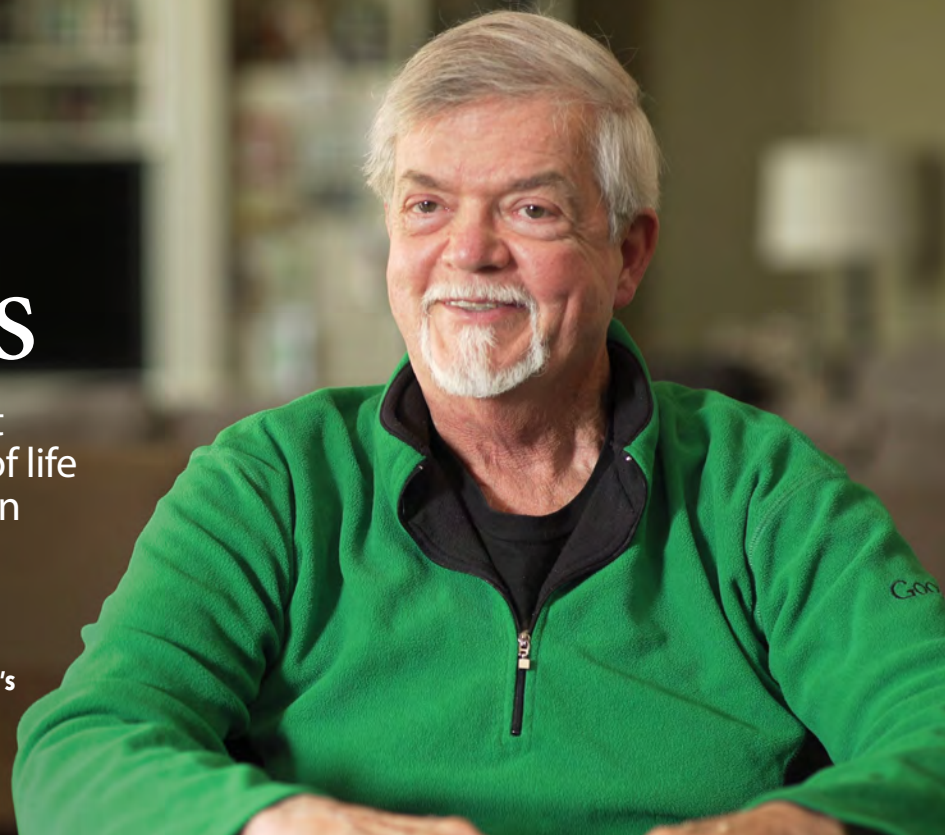
Beating the odds

Heart, kidney transplant recipient treasures gift of life

// By Amanda Nageleisen



Learn more about Ashbrook's journey. Watch a bonus video interview at uchealth.com/central-line.



Thomas Ashbrook knew that the odds and genetics were stacked against him. His grandfather suffered a heart attack before the age of 50, and two of his brothers had aneurysms at early ages.

So Ashbrook always tried to live a healthy, active life. He never drank alcohol or smoked, and he tried to eat right and exercise even while working long hours as a medical technologist to provide for his two daughters.

Still, heart disease struck him at the age of 60. After a quadruple bypass and several years of difficulties, Ashbrook turned to the cardiac experts at UC Health, who were able to perform the heart and kidney transplant that saved his life.

"The doctors and nurses at UC Health are just extraordinary," he said. "There's a level of dedication that you wouldn't normally see. I wouldn't go anywhere but UC Health now."

It was his daughter, Lauren, a UC Health physician, who encouraged him to see the cardiac experts at the UC Heart, Lung and Vascular Institute, including David Feldman, MD, PhD, and Louis Benson Louis IV, MD.

They recommended a LVAD pump, a mechanical device to help Ashbrook's heart

continue pumping, but he convinced them that he could improve his health through exercise and healthy living—and he did.

"It's a team effort: the doctors and nurses engaged me in my care and actually listened," he said. "And as a patient, you have to trust the doctors and do what they ask you to do, and you have to dedicate yourself to doing your part."

Still, the condition of his heart and kidney continued to deteriorate, and it became clear that only a transplant would allow Ashbrook to see his four grandchildren grow up.

In April 2017, at the age of 66, Ashbrook had a heart and kidney transplant at UC Medical Center—a gift he treasures each day.

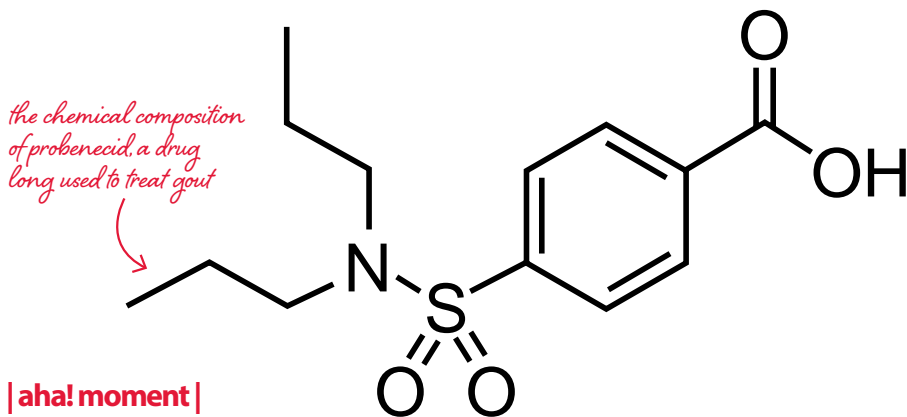
Ten months post-transplant, he exercises every morning, pushing himself a little bit farther each day in order to be able to walk in the AHA Heart Mini. Next year, he hopes to run in the race. He is also able to drive several hours each week to visit with his 93-year-old father, and to pick

up two of his granddaughters from school every day.

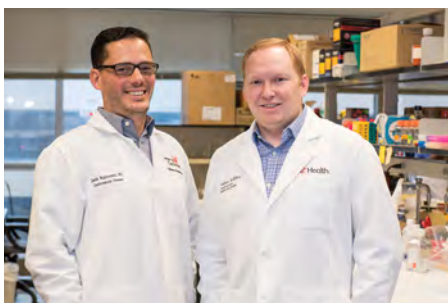
"You've been given a gift, and you have to do your best to take care of it," he said. "Transplant recipients need to understand that they're part of a team, and you have a responsibility to take care of yourself and not let the team down."

| in the know |

UC HEALTH'S HEART TRANSPLANT program was approved in the fall by the Centers for Medicare and Medicaid Services (CMS) for participation in the Medicare program under "Special Requirements for Transplant Centers." The program, which re-started in February 2016, has now performed 16 transplants and is within the top 10 percent in the nation for survival rates. To receive certification from CMS, the program had to perform 10 transplants within a specific time frame and prove a number of successful outcomes.



Drug used to treat gout may help heart patients



Jack Rubinstein, MD, and Nathan Robbins, senior research assistant, authors of the probenecid study.

RESEARCHERS AT THE UC COLLEGE OF MEDICINE have shown that probenecid, a drug long used to treat gout, may be able to improve heart function in adult patients who experience heart failure.

The results, published in the *Journal of American Heart Association*, are based on a study of 20 patients at UC Medical Center.

"We were testing if probenecid was safe for patients," said Jack Rubinstein, MD, associate professor in the UC Division of Cardiovascular Health and Disease, and corresponding

author for the study. "We know that it was very likely to be safe because the medicine had been taken by people of all ages for decades. It has a very strong safety profile. We were quite happily surprised it improved the two main ways in how the heart functions. It improves how the heart contracts and how it relaxes."

The patients were offered probenecid as part of a randomized, double-blind, crossover and placebo-controlled single-center clinical trial. Patients, who averaged 57 years of age, were enrolled during four-week periods between June 2013 and April 2015.

They were required to undergo an echocardiogram, an electrocardiogram and six-minute endurance test along with other assessments, explained Rubinstein, a UC Health cardiologist and member of the UC Heart, Lung and Vascular Institute.

The study's first author is Nathan Robbins, a senior research assistant in the UC College of Medicine, who started out volunteering with Rubinstein in the laboratory.

Heart failure occurs when the heart pump is not strong enough to move blood throughout the body and meet the body's needs for oxygen, explained Rubinstein. It affects 5.7 million people in the United States, according to the Centers for Disease Control and Prevention.

"The repercussions [of this study] are potentially significant. If we are able to confirm this experiment in larger studies with longer-term follow up, this could present a new way of treating heart failure for which there are limited medical therapies available," said Rubinstein.

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



| your questions answered |

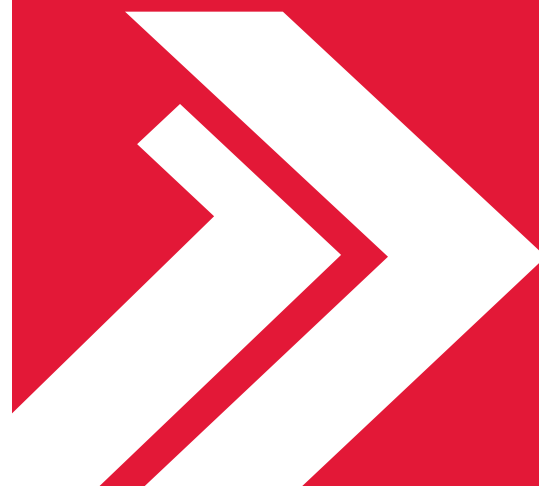
Does UC Health have a standard thank you card that we can use to recognize one another?

YES! A STANDARD THANK YOU CARD listing our PRIIDE Values can be found on The Link under the "High Five" button. The thank you card can be printed through UC Health's print shop, and instructions for ordering are also found on The Link.

A small, handwritten note of gratitude can make a huge difference in the workplace. Thank you for asking this question!

Do you have a question we can answer in the next edition of Central Line?

Email central-line@uchealth.com.



Awards, certifications & recognitions

NEARLY 240 UC HEALTH PHYSICIANS in more than 60 specialties have been listed among the *Cincinnati Magazine* and *Cincy Magazine* "Top Doctors" and "Best Doctors" lists. Many of these physicians have been recognized on these lists for many years. A complete list of our "Top" and "Best" listed doctors, along with a video, can be found at uchealth.com/bestdoctors/.



recognizes hospitals that exhibit quality across a range of conditions and procedures

WEST CHESTER HOSPITAL has received the Healthgrades 2018 Distinguished Hospital Award for Clinical Excellence™. This is the third consecutive year that West Chester Hospital has received the award. The distinction recognizes West Chester Hospital for being within the top five percent of nearly 4,500 hospitals nationwide for clinical performance as measured by Healthgrades.

UC PHYSICIANS COMPANY (UCPC)

completed its first year of reporting for the Quality Payment Program, scoring at "exceptional performance." The Quality Payment Program was introduced by Medicare in 2017 and requires that clinicians report quality measures, use of a certified electronic health record and quality improvement activities. Our group also gets credit for participation in alternative payment models such as Comprehensive Primary Care Plus (CPC+). The exceptional performance of our group will be publicly reported on Physician Compare in 2019. For more information, visit <https://qpp.cms.gov/>.

Featured post

UC Health's Facebook followers didn't hold back their praise when they learned in January that Dr. Kenneth Davis was the recipient of the Humanitarian Award at our 45th annual Rev. Dr. Martin Luther King Jr. Celebration Ceremony. The post highlighting Davis' honor was shared more than 120 times and received 277 comments from colleagues, patients, friends and former students.

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

Facebook: UCHealthCincinnati

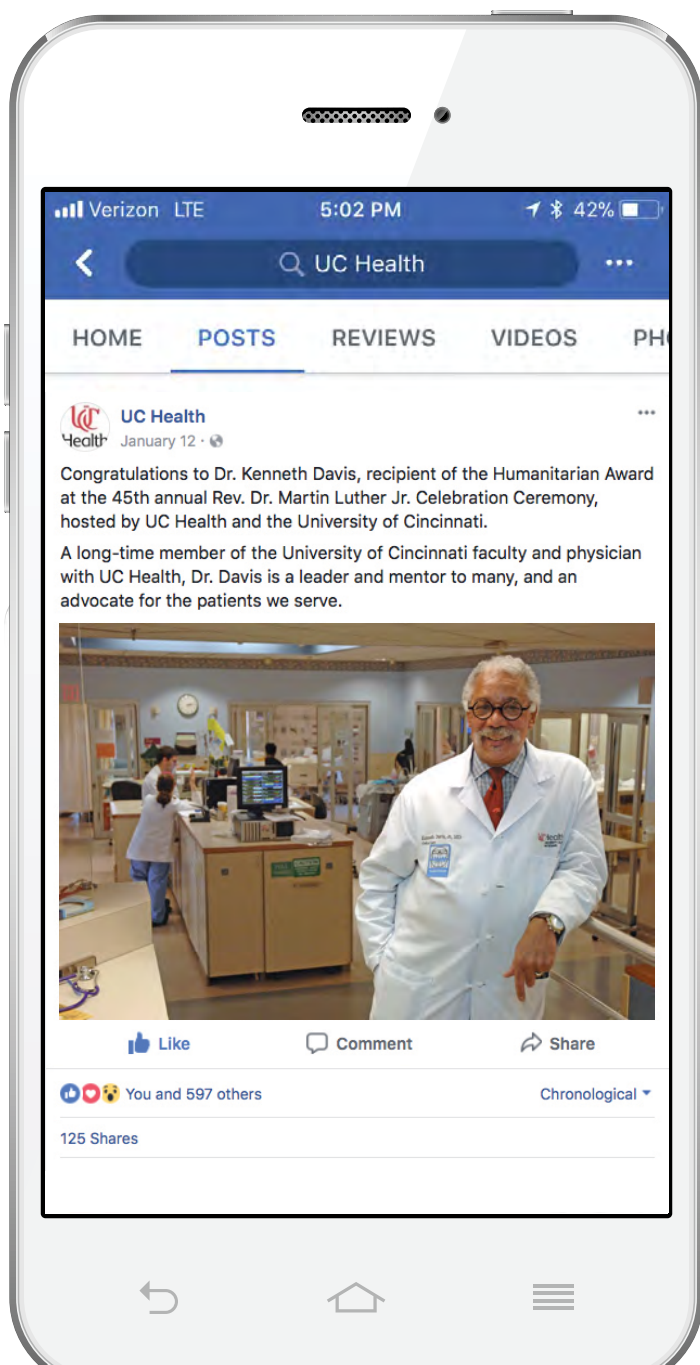
Twitter: @UC_Health

Instagram: UC_Health

Delivering better, safer and smarter care 'The UC Health Way'



UC MEDICAL CENTER has been identified as a top performer among hospitals with 551-750 beds for "Hospital-Acquired Pressure Ulcer Rate, Stage 2+." This measure is one of the Centers for Medicare and Medicaid Services (CMS) Hospital Improvement Innovation Network (HIIN) measurements. UC Medical Center's wound care nursing team is to be congratulated for their diligent work focused on improving safety and lowering the incidence of harm to patients related to hospital-acquired pressure injuries.



New UC Health physicians



Douglas Brown, MD
Infectious Diseases



Bradley Budde, MD
Anesthesiology



Vlad Cotarlan, MD
Cardiology



Kiran Faryar, MD
Emergency Medicine



Bruce Gebhardt, MD
*Primary Care
(Family Medicine)*



Taranpreet Kaur, MD
Nephrology



Lisa Kiser, MD
Emergency Medicine



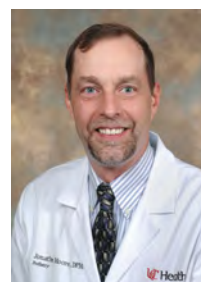
Peter Knabel, DO
*Dermatology
(Mohs Surgery)*



David McKinney, MD
*Ob/Gyn (Maternal
Fetal Medicine)*



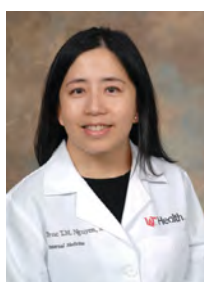
Jwalant Modi, MD
Nephrology



Jonathan Moore, MD
Vascular Surgery



Fabiano Nery, MD
*Psychiatry
(Addiction Sciences)*



Truc Nguyen, MD
Internal Medicine



Charles
Prestigiacomo, MD
*Neurosurgery
(Neurovascular)*



Muhammad Riaz, MD
Hematology/Oncology



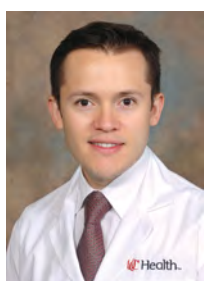
Pier Scaglioni, MD
Hematology/Oncology



Peyman Shirani, MD
Neurology



Juan Torres-Reveron, MD
Neurosurgery (Epilepsy)



Edwin Vargas
Velandia, MD
Infectious Diseases



Mario Zuccarello, MD
*Neurosurgery
(Neurovascular)*

For more information about each new physician, including practice location and scheduling information, search by last name at uchealth.com/physician-search.

| coming up |



UC College of Medicine Match Day

Midday, Friday, March 16

Follow along on Twitter using #CincyMatch2018

AHA Heart Mini 2018

Sunday, March 18

Multiple events. Register at heartmini.org



Mobile Mammography Screening

Tuesday, March 20

UC Health Primary Care—Wyoming

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

Quarterly Leadership Meeting

Thursday, May 3

8 a.m. and 1 p.m., Sharonville Convention Center



Save the Date

10th Annual Flag Raising Ceremony

In celebration of Donate Life Month

Friday, April 27

3 p.m., UC Medical Center

| snapshot: UC Health giving back |

Go Red Day



Above: Employees across UC Health got in the spirit of Go Red day and wore their best red for group photos.
Below: Attendees at our Quarterly Leadership Meeting on Feb. 8 were also in the spirit, and paused for a group photo with their Lead the Way t-shirts.



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 and legislators come to us!

Would you like to become a UC Health Volunteer Ambassador and learn about opportunities for representing UC Health in the communities we serve? Email ambassador@uhealth.com.

Heart and soul

Nurse gives all she's got in honor of daughter
// By Dama Ewbank

JESSICA COOPER
Nurse and Professional Practice
Organization President-Elect
UC Medical Center

Every day, emergency room nurse Jessica Cooper sees the difference that academic medicine brings to a community.

She needed that difference herself several years ago when she was in a near-fatal boating accident in Kentucky. Despite being several hours away, she was eventually transported to UC Medical Center where she was cared for by those with whom she'd worked.

"The doctors took excellent care of me," says Cooper. "They treated me like family."

The president-elect of UC Medical Center's Professional Practice Organization, Cooper began her career 15 years ago in UC Medical Center's Emergency Department. She's developed strong relationships that she's relied upon heavily in her professional life, and through her personal advocacy for a cause near and dear to her heart.

When Cooper's daughter, Bella, was born four years ago, she was diagnosed with a heart defect. At just 6 months old, Bella

would need to undergo open-heart surgery.

Bella's diagnosis catapulted Cooper into a years-long passion project: raising awareness and funding for heart disease

"Without the support and the research from the AHA, my little girl wouldn't have survived beyond a year old."

treatment and research. Cooper became a UC Medical Center team captain for the annual American Heart Association (AHA) Heart Mini event and formed Team Bella in honor of her young daughter.

"Without the support and the research from the AHA, my little girl wouldn't have survived beyond a year old."

Bella is now in pre-school and participates in gymnastics and beauty pageants.

Since she formed Team Bella, Cooper has raised more than \$22,000 in support of the AHA. For 2018 alone, she's recruited nearly 100 teammates to walk by her side in Bella's honor.

Cooper is especially grateful that she works for an organization that encourages employees to make an impact on the health of its surrounding community.



Learn more about Cooper's story. Watch a bonus video interview at uhealth.com/central-line.



UC Health. **central line**

FOR THE EMPLOYEES AND CLINICIANS OF UC HEALTH | FEBRUARY/MARCH 2018

Lead the Way. Get The Link.

The Link is your source for all things UC Health.

Stay connected.

Desktop and mobile access to the latest headlines and videos.

Share ideas.

Submit feedback, suggestions and story ideas.

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Use your UC Health username and password to access.

 **thelink.uchealth.com**

