

central line

FOR THE EMPLOYEES AND CLINICIANS OF UC HEALTH | APRIL/MAY 2018



Rachel Cook knew from the moment she started pharmacy school that she wanted to work at UC Health. **See page 2 for details.**

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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**.

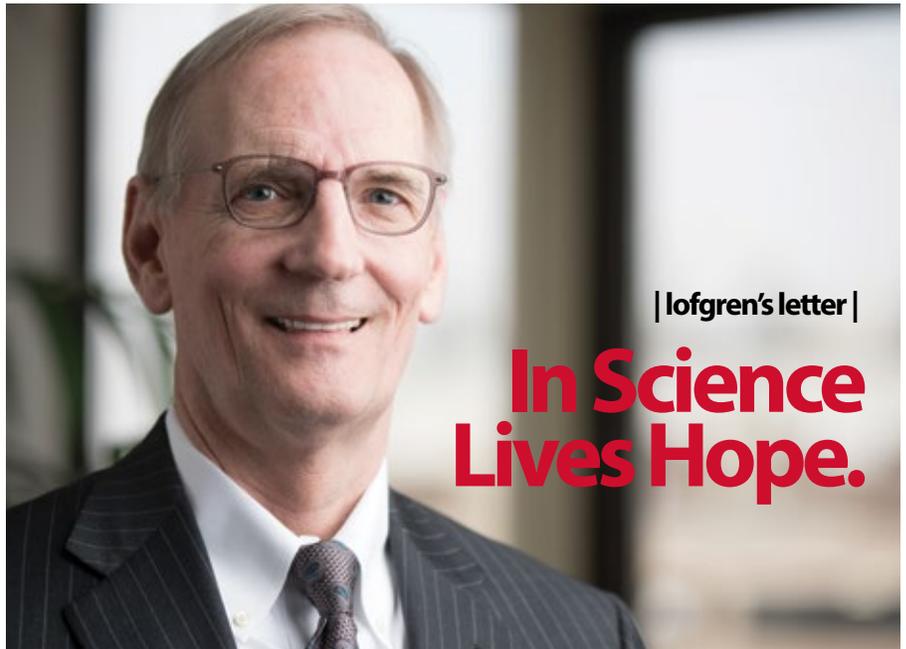


*A survivor's story —
read about one
woman's determina-
tion to run again,
just one week after
a stroke.*

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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.



| lofgren's letter |

In Science Lives Hope.

Colleagues,

In February, we deployed “Lead the Way,” an internal rally cry developed to educate, inspire and unite our system around the UC Health Way.

In May, we launched our new external brand campaign, “In Science Lives Hope.” This long-term platform is the foundation from which we will work to tell the story of UC Health in our communities.

“In Science Lives Hope” builds upon our unique roles as:

- Authors of breakthroughs.
- Specialists of care.
- Ambassadors of hope.

It's what our patients see and feel when we are truly leading the way to better care and better outcomes.

I hope many of you have been able to experience “In Science Lives Hope,” either through our television commercials or through the experiences we've created at events across Cincinnati.

Sincerely,

Richard P. Lofgren, MD
UC Health President & CEO

| on the cover |

Rachel Cook knew as soon as she started pharmacy school that she wanted a career not only in a hospital setting, but specifically at UC Health because it offered cutting-edge medicine and a level of patient-centered care not found elsewhere in our region. Cook, a graduate of the University of Cincinnati James L. Winkle College of Pharmacy, has worked at the pharmacy within UC Health's Daniel Drake Center for Post-Acute Care for 10 years, and she attributes much of her success and career contentment to her “dedicated, selfless and hardworking” colleagues at UC Health.



| get involved |

Lead the Way, Go Above and Beyond

At UC Health, we have a unique responsibility to our communities—yet also to each other. Our employee giving campaign is one way that we express our commitment to our patients, their families, ourselves and to our purpose: to advance healing and reduce suffering.

UC Health's Above and Beyond employee giving campaign. Gifts to the campaign—no matter the size—can have a great impact on our system, each other and those we serve.

Gifts can be made by credit card or through payroll deduction. Employees can designate their gift to a specific fund important to them—including two new funds—or to UC Health's areas of greatest need.

Make a gift now*

**Gifts made through the University of Cincinnati's Faculty/Staff campaign on behalf of health initiatives will be counted within the overall Above and Beyond campaign total. Those who may receive giving requests from both UC Health and the University of Cincinnati need only give once.*



| compliance corner |

Privacy and Doximity

As many of you may be aware, **U.S. NEWS AND WORLD REPORT** recently released its online reputation survey using the Doximity platform. Doximity is the peer-to-peer communications tool and networking platform for physicians.

At this time, the **U.S. News** survey is closed; however, ongoing communication with your peers is accessible through Doximity.

We would like to take this time to remind Doximity users regarding the sharing of patient information within this site. While Doximity claims its site, including faxes, are HIPAA-compliant, UC Health does not have a Business Associate Agreement in place with Doximity, and therefore, Doximity should not be receiving any UC Health patient protected health information.

If you need patient information or need to fax from Epic when working from a location outside of UC Health, please access Epic by logging on to connect. uhealth.com. This is a direct portal that allows you to log on to Epic outside of any UC Health location.

If you have any questions, please contact Fred Bishop, information security officer, at 513-585-7314, email hipaa@uhealth.com or call 58-HIPAA.

Provided by staff within UC Health's Compliance Department.



| safe & well |

Get Alerts, Create a Safety Profile

Be prepared in the event of an emergency with these two tools.

Alert Hamilton County is a new emergency mass notification system designed to warn Hamilton County residents about emergencies and severe weather in real time.

The system allows users to customize which types of alerts they receive and how they receive them—via text message, email or phone call.

To register, visit alerthc.org to enter your address, contact information and notification preferences.

Smart911, partnering with Alert Hamilton County, allows anyone to create a safety profile with key information first responders may need in the event of an emergency, including people and animals living in your residence, medical information, contact information and vehicle information.

Information provided is kept secure and available to 911 Communications Centers when contacted by a Smart911 registered number in the event of an emergency. Any community in the country that subscribes to Smart911 will have access to this profile if you are traveling outside of Hamilton County when an emergency occurs.

You can create a Smart911 safety profile through alerthc.org or smart911.com.

| our roots |

Marking 100 Years Since WWI Presence

As the University of Cincinnati comes up on its bicentennial in 2019, it has other significant milestones to celebrate along the way. This year marks the 100th anniversary of the involvement of doctors, nurses and staff from Cincinnati General Hospital (now UC Medical Center) in the care of wounded soldiers during World War I at Base Hospital No. 25.

As WWI spread across Europe in 1917, it became clear to the United States Army Medical Department that it was not prepared to provide adequate healthcare to potentially millions of soldiers on the battlefields. In response, the Army established the Affiliated Hospital Program (AHP), a partnership between the American Red Cross and major civilian hospitals to fund, staff and equip field hospitals to mobilize to treat those wounded in the war.

The effort to bring Base Hospital No. 25 from an idea to a reality started in Cincinnati in the spring of 1917. Cincinnati, like other cities in the AHP, raised \$50,000 for supplies that the Red Cross then managed. A team of doctors and enlisted men assembled and trained at Camp Sherman in Chillicothe, Ohio, for about a month before shipping overseas to France.

Construction on Base Hospital No. 25 began in February 1918, and the first patients started arriving in late July 1918. Only seven of the hospitals would wind up being built, each based on a standard footprint, fabricated off-site and then assembled on-site.

Eventually, Base Hospital No. 25 would employ 41 officers, 100 nurses, a dietitian, two technicians and three stenographers from Cincinnati General Hospital.

Adapted from a story by UC Academic Health Center Public Relations and Communications.



Richard Prior and Kim Mullins, faculty in the UC College of Nursing, are collaborating on a research project about UC's involvement in setting up Base Hospital No. 25.



Caring for Those Who Serve

Nurse Transition Program Marks 10 Years at UC Medical Center

// By Elizabeth Beilman

UC Health cardiac nurse Elaine Philipp hasn't forgotten the three weeks in 2007 that her son, then a Marine Corps member, spent in a Baghdad hospital after he was injured in an explosion. It was three weeks that Philipp had to rely on strangers on the other side of the world to treat him.

"And they took really good care of him," Philipp said of her son, who is now a veteran—and doing well.

So it made sense for Philipp, already a preceptor for UC College of Nursing students, to teach United States Air Force (USAF) nurses through the Nurse Transition Program just a year later.

"I just feel like the military took good care of [my son] in the hospital in Baghdad, so I want these nurses to be able to give as great of care as he received."

UC Medical Center hosts the country's first civilian-military Nurse Transition Program (NTP), a 10-week clinical course that readies U.S. Air Force nurses for active duty service. The program celebrates its 10-year anniversary with UC Health in 2018.

"The primary goal of the program is for these young lieutenants to acquire skills, and UC Medical Center has been a great hospital to do it," Maj. Jonathan Wurzelbacher, NTP course supervisor, said.

UC Medical Center remains just one of four civilian hospitals in the United States to host a Nurse Transition Program. Wurzelbacher said hospitals like UC Medical make a good fit because they see patients with diverse and complex medical needs.

"They can see and learn more in a shorter period of time, so when they leave here they are ready to take on the roles of a nurse," he said.

All participants must have a bachelor's of science in nursing (BSN). Some come to the NTP through the Air Force's Nurse Enlisted Commission Program or through the Reserve Officers' Training Corps; others earn a BSN as a civilian and join as a direct commission. The 88th Medical Group at Wright Patterson Air Force Base provides program oversight and instructors.

USAF Transition Nurses complete two rotations in different units, each time learning under an assigned UC Health nurse preceptor. By the time they finish the program, they will have logged 288 clinical hours. Between 60 and 80 Air Force members graduate from the NTP at UC Health each year.

The program's first rotation focuses on clinical work, while the second develops leadership abilities.

"It's not just about gaining clinical skills," Wurzelbacher said. "We're also teaching them how to be military officers."

Transition Nurses often have more clinical experience than nursing students, having already completed some rotations in school, Philipp said. While the program helps sharpen participants' clinical abilities, Philipp also tries to teach other skills such as organization—and even self-confidence.

"I always tell them to have faith in themselves, and if they're in doubt about anything, don't ever be afraid to ask a question," she said.

While Philipp was initially compelled to teach in part because of her personal connection to the military, she's stayed with the program almost all 10 years because she simply loves teaching the next generation of military servicemen and women.

"They're just so polite and eager to learn," she said. "Most of them go out of their way to help the staff and all the patients and family members."

Lacing Up

Stroke can't keep runner from doing what she loves

// By Alison Sampson



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



Exactly five months after suffering a stroke, Tammy Unger of West Union, Ohio, crossed the Flying Pig Marathon's "Finish Swine" with a new personal record for the half marathon.

"I have a new perspective on everything; my daughter calls me Mary Poppins. I love to feel the rain on my face—the sunshine—and running just feels so good for my body; I had to keep doing it," says the 51-year-old grandmother of three.

A successful run and time with her family means a lot more to Unger since Dec. 6, 2017. She had stayed up late the night before, writing out Christmas cards, going to bed just after midnight. When she awoke the next morning around 6:30 a.m. something wasn't quite right.

"I opened my eyes and was seeing like a kaleidoscope, blocks of six, so I didn't get up right away ... next thing I remember, my husband was standing over me waking me up and that was around 8 a.m.," she said.

At her husband's urging, Unger went to nearby Adams County Hospital and was ultimately transferred to UC Medical Center.

"Immediately two or three nurses came to my assistance, and I got amazing care from the residents and head intern."

To Daniel Woo, MD, professor of neurology, a member of the UC stroke team and a UC Health physician, the kaleidoscopic symptom was definitely unusual, but not out of the question as a symptom of stroke.

"I've seen it maybe one other time in my career, and Tammy has a history of migraines, so a lot of people might have passed this off as a migraine event. Upon review, we were concerned it could be a stroke, so we sent her to get an MRI ... and sure enough, her results showed stroke. Because of where in the brain the stroke occurred, that could explain the kaleidoscopic visual disturbances," said Woo.

"Nevertheless with this and her age being young for stroke, it made me concerned she was at risk of having a big stroke in the future, and so that included a detailed look at her heart and other labs to make sure there wasn't anything affecting her coagulopathy [blood clotting]."

After being treated, one of her first questions to Dr. Woo was, "Can I run?" He said yes, as long as she took it slowly. And no marathons (yet).

"So five days later, I grabbed a couple friends, and we went running for the first time since my stroke," Unger said.

Unger closely followed doctor's orders while training for the May 2018 Flying Pig half marathon. "I felt great, and it just so happened that the race day was my fifth month stroke anniversary, so it made it even more special to me," she said.



| **aha! moment** |

Marijuana-Derived Medicine May Reduce Seizures in Young Adults

While discussions swirl around the largely untested benefits of medical marijuana and state-by-state policies, one medication derived from the marijuana plant is on its own trajectory. Now in a third published study of patients with rare seizure disorders, Epidiolex, a pure cannabidiol (CBD) oral solution with no THC, has been found to significantly reduce the frequency of drop seizures, a type of seizure that causes sudden loss of muscle strength.

Published in May in the *New England Journal of Medicine*, the study comes just after the drug unanimously passed a Food and Drug Administration (FDA) advisory panel.

The multi-center trial, which included UC Medical Center, looked at the effectiveness of two dose levels of pure cannabidiol in reducing the frequency of drop seizures in patients who have Lennox-Gastaut syndrome (LGS)—a severe, yet rare form of epilepsy with an incidence of approximately two cases per 100,000 population.

"This trial involving children and adults with LGS showed that a pharmaceutical formulation of purified cannabidiol resulted in a significantly greater reduction in the frequency of drop seizures than in placebo," said Michael Privitera, MD, professor of neurology, director of the Epilepsy Center at the UC Gardner Neuroscience Institute and a co-author on the study.



Michael Privitera, MD, professor of neurology, director of the Epilepsy Center at the UC Gardner Neuroscience Institute and a co-author of the cannabidiol study.

A total of 225 patients (12 in Cincinnati) participated across 30 centers in the randomized, double-blind, placebo controlled trial; overall, 6 percent (13 patients) discontinued due to adverse events.

The most common adverse events cited among patients was drowsiness/sleepiness, decreased appetite and diarrhea. Abnormal liver function tests were seen in 9 percent of participants but were reversible in all cases.

Privitera, who has been researching anti-seizure medication for 30 years, says this is a historic study. "The field has been waiting for rigorous, scientific evidence that cannabidiol is effective and safe for epilepsy," he added. "This study puts those doubts to rest."

The FDA has followed the advisory panel's recommendation and recently made Epidiolex the first cannabis-derived prescription medicine available in the U.S.

The trial was funded by GW Pharmaceuticals, manufacturer of Epidiolex. Privitera cites no conflicts of interest.

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



| **your questions answered** |

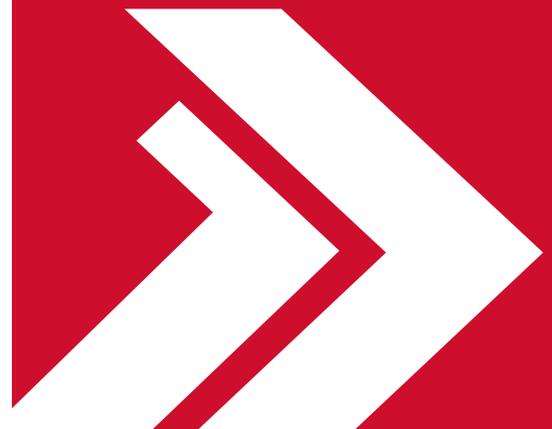
I've heard that I can request UC Health-branded display materials for events. How do I do that?

With the launch of our new campaign, In Science Lives Hope, we've also launched a "check-out" system for a variety of branded display materials. These include table cloths, banners and backdrops.

Visit the Marketing & Communications page on the UC Health Intranet to view our Activation Guidelines document, which outlines available materials, and then complete the Event Material Check Out Form, located on the same Intranet page. Note that requests must be made at least one week prior to your event.

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

Email central-line@uchealth.com.



Awards, certifications & recognitions

UC HEALTH RECEIVED THE “SPIRIT OF DIVERSITY” award for the Health System category during the 2018 South Central Ohio Healthcare Supplier Diversity Symposium. The award recognizes excellence in supplier diversity.

UC HEALTH: BEHIND THE SCENES, launched in March, is a story series providing a firsthand look at the people of UC Health, the lifesaving



UC Health: Behind the Scenes series two is now being planned.

work that happens here, and the unique power of academic medicine. The four-episode series focused on trauma & critical care, radiology, air care & mobile care and heart transplant. Behind the Scenes was recently awarded a “platinum” award from Hermes Creative Awards, and was named a Pinnacle Award finalist by the American Marketing Association Cincinnati Chapter. Season two of the series is now being

planned. View the series at uhealth.com/behindthescenes.

UC MEDICAL CENTER'S ELECTROPHYSIOLOGY LABORATORY has earned accreditation by the Intersocietal Accreditation Commission (IAC) in Cardiac Electrophysiology in the areas of testing and ablation, device implantation and chronic lead extraction.

UC HEALTH'S MATERNAL-FETAL MEDICINE PRACTICE has once again received three-year accreditation from the American Institute of Ultrasound in Medicine (AIUM). AIUM accreditation—a voluntary, peer-review process—signals competency in all aspects of operation and a commitment to clinical excellence.



Featured post

Yanny or Laurel? We couldn't help but jump into the discussion in May when, across the world, people were jumping on either Team Yanny or Team Laurel after hearing a recording gone viral across the Internet.

UC Health audiologist Aura Lee Elder shared with our Facebook followers a bit more about the science behind the Yanny/Laurel sensation.

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

Leading in the Care of Distinct Populations 'The UC Health Way'



UC Health's Bedside Scheduling Program—which went live in March and places outpatient schedulers in the hospital for face-to-face follow-up scheduling with patients—has shown to positively impact no-show rates. The program launched with one scheduler for infectious diseases and has grown to include three schedulers working on behalf of endocrinology, nephrology, gastroenterology and neurology. Schedulers will soon begin working with orthopaedics and pulmonary. Since the program's launch, infectious diseases has seen a drop in no-show rates from 47 to 16 percent. In addition to the face-to-face scheduling, patients receive directions and information about My UC Health and transportation. Patients also receive reminder calls seven and two days prior to their appointments.

New UC Health physicians



Margot Brandi, MD
Psychiatry



Steven Cogorno, MD
Internal Medicine



Jonathan Forbes, MD
Neurosurgery (Skull Base)



Ashish Gummadi, MD
Internal Medicine



Benjamin Hinrichs, MD
Pathology



Michael Hoffman, MD
*Primary Care
(Family Medicine)*



Rachel June, MD
Geriatrics



Charles Kircher, MD
Emergency Medicine



Richard Laughlin, MD
*Orthopaedics
(Foot & Ankle)*



Kelli Melvin, MD
*Primary Care
(Family Medicine)*



Christina Nguyen-Bischof, MD
Emergency Medicine



Antonio Panza, MD
Cardiothoracic Surgery



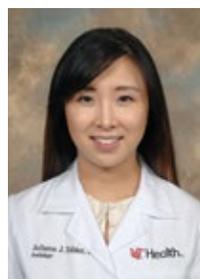
Robert Pulliam, MD
Psychiatry



Sharmeela Saha, MD
Nephrology



Divya Sharma, MD
Pathology



Juliana Tobler, MD
Radiology



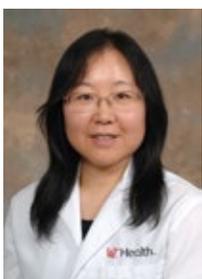
Yingchun Wang, MD
Pathology



Trevor Whitwell, MD
Anesthesiology



Jennifer Wilcox, MD
Psychiatry



Shuling Zheng, MD
Pathology



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

| coming up |



Quarterly Leadership Meeting

Thursday, Aug. 2
8 a.m. and 1 p.m.,
UC's Tangeman University Center

Avondale Festival and Health Fair

Saturday, Aug. 11
10 a.m. – 1 p.m., South Avondale School
UC Health will be on-site at this family-friendly event providing screenings and wellness information to the community.



Midwest Regional Black Family Reunion Celebration

Aug. 17-19
UC Health employees are encouraged to join President and CEO Richard Lofgren, MD, for the Aug. 18 parade. Then, stop by UC Health's booth at the Aug. 18-19 celebration at Sawyer Point for wellness information and free health screenings.

Save the Date

Spinal Cord Injury Expo
Daniel Drake Center for Post-Acute Care
Sept. 8, 2018

| snapshot: UC Health giving back |

UC Health Giving Back



Above: UC Health Volunteer Ambassadors were out and about in April and May supporting a number of events and organizations across our community. These included the Clay Alliance Spring Pottery Fair hosted by the East Walnut Hills Assembly, where UC Health volunteers assisted artists with booth set up and directed parking, and Rockdale Academy's Career Day, where UC Health volunteers shared information about their own healthcare careers and helped students develop career "dream boards."

Below: UC Health volunteers and clinicians also collaborated to share information at the UC Cancer Institute/ First Ladies for Health Community Conversations on Cancer event, and provided screenings at the Center for Closing the Health Gap Health Expo at Washington Park.



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.

On a Mission

// By Dama Ewbank



Alan Tucker
Physician Coordinator /
Primary Care
Midtown

Physician coordinator sees role not as a job, but as a mission.

Alan Tucker, a Cincinnati native and military veteran, joined UC Health as a float four years ago, and later moved to lead patient service representative.

At the time, the office in which Tucker worked didn't have a site supervisor, so he took it upon himself to learn all he could to manage the doctors' schedules and make sure they were taken care of.

Now physician coordinator for the primary care location at UC Health Physicians Office–Midtown, Tucker is focused on the physician team, but sees the patients they serve as his top priority.

"I make it a priority to get to know patients' names, get to know more about their lives and learn what things we have in common to talk about," says Tucker.

"Working anywhere, it can't be just a job," Tucker says. "It needs to be a mission."

Working in a practice that sees both adults and children, Tucker has the opportunity to see patients from birth through every visit of their life. He gets to know parents and siblings and does all he can to ensure the entire family is comfortable and taken care of.

As a father of three, Tucker uses his own experiences as a dad to guide how he interacts with the children he sees. He buys "I Spy" and "Where's Waldo" books for the waiting area, tells jokes and talks with them about popular movies.

Tucker is known for always creating a positive, outstanding experience—both for patients and colleagues.



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



3200 Burnet Avenue
Cincinnati, OH 45229-3019

Discounts and Offers

Now that the summer months are upon us, it's finally time to start planning fun activities. UC Health employees have access to a number of great discounts and offers at area amusement parks.

Throughout the year, UC Health employees can get discounted Kings Island tickets, and on three remaining dates in 2018 (July 18, Aug. 25 and Sept. 1), UC Health families can get into King Island for just \$36 per person.

Kentucky Kingdom offers UC Health employees a two-day, two-park ticket, which includes free drinks, for just \$29.95.



View these and other great offers on the Discounts page of The Link.

 **thelink.uchealth.com**