

NOVEMBER 2014



ANN STONE

8 We're all UC Health

ALSO INSIDE

4 Barrett Expansion

5 Drake Services



3

A Transformational Gift

\$14 million committed to Neuroscience Institute

A \$14 million gift from the James J. and Joan A. Gardner Family Foundation to the UC Neuroscience Institute will help fund a new, state-of-the-art facility to enhance treatment and research efforts for chronic and progressive neurologic conditions and disorders like Parkinson's disease.

The contribution is the second major gift to the UC Neuroscience Institute from the Gardner Family Foundation, and its announcement came at the institute's 15th anniversary.

"I'm proud of the collaboration happening at the UC Neuroscience Institute and excited about what this gift means for the future of neurologic care and research in and beyond Cincinnati," said University of Cincinnati President Santa J. Ono, PhD.

UC Neuroscience Institute's new building, at a yet-to-be-determined central location, will be designed to foster a streamlined patient-centered experience, collaboration among clinicians and researchers and educational activities for neuroscience faculty, staff, patients and family members.

"The new headquarters will transform the patient experience beyond measure," said Richard Lofgren, MD, MPH, president and CEO of UC Health. "UC Neuroscience Institute is already a preeminent provider of patient care for neurologic disorders and mental conditions and a leader in neuroscience research. This gift will further elevate its efforts and improve the outlook for the millions affected by neurological disorders."

Over the past five years, the institute



The late James Gardner and wife Joan.

has grown both in size and revenue. This year alone, it added 16 new physicians, and donors contributed more than \$16 million.

"The generosity of the Gardner Family Foundation will help us recruit and retain the best specialists and researchers and create patient resources not available in other hospital systems," said Joseph Broderick, MD, director of the UC Neuroscience Institute. "Our new home will speak to our goal of being a community partner committed to raising the level of patient care, research and education in the region."

In 2007, the Gardner Family Foundation gave \$5.5 million to create the James J. and Joan A. Gardner Family Center for Parkinson's Disease and Movement Disorders, one of 11 centers of excellence at UC Neuroscience Institute.

The gift was inspired by James Gardner's wife, Joan, who suffers from Parkinson's disease. The gift has since allowed the center to optimize the patient experience by creating a patient-centered culture. •

"This gift will further elevate [UC Neuroscience Institute's] efforts and improve the outlook for the millions affected by neurological disorders."

Richard Lofgren, MD, MPH
President and CEO,
UC Health

'Aspiring to GREAT' Will Position Us for Great Success

**"Without ambition one starts nothing. Without work one finishes nothing.
The prize will not be sent to you. You have to win it."**

COLLEAGUES,
Those words by Ralph Waldo Emerson reflect the principle behind UC Health's Aspiring to GREAT program.



Clarence Pauley

In late summer, we rolled out the Aspiring to GREAT initiative to management throughout the health system. The program is designed to provide training and tools to retain great performers and leverage the potential that exists within our organization.

Recently, Dr. Lofgren has been delivering the message of opportunity and obligation to help transform health care to ensure that UC Health serves the community and becomes the premier provider of complex, patient-centered specialty care in the Midwest and a great organization with superior service. Talent, ambition, hard work and team

work are all building blocks to providing great service. And to offer great service, we must first work together as a cohesive and comprehensive team, and build a culture that supports effective patient experiences—whether it's within individual departments or throughout the enterprise.

By having a strong team, we become a stronger organization that can build programs around the patient and bring game-changing dynamics to our service delivery system. Success comes from the many choices we make each day and Aspiring to GREAT will help us continue to grow and further unlock the internal talent we possess.

Our goal is to position us for success in today's market and give us agility to keep winning in the future.

We know from experience that sustainable change comes from within. With our patient-centered care model we strive to keep the patient needs our first priority. Let's continue to challenge and inspire one another to work towards greatness, think outside the traditional health care boundaries and take the initiative to ensure our patients come first.

CLARENCE PAULEY
Senior Vice President and
Chief Human Resources Officer,
UC Health

OUR GOAL IS TO POSITION US
for success in today's market
and give us AGILITY TO
keep winning in the future.

Connected

Connected is a monthly publication for clinicians and associates of UC Health. Send your comments and ideas to CorporatePR & Marketing @uchealth.com.

Editor

Dama Ewbank

Contributors

Dama Ewbank
Terri Ann Fredette
Katie Pence
Mary Beth Puryear
Caitlin Whitehurst

Photography

UC Academic Health
Center Communications
Services

Copyright 2014

Volume 6, Issue 11

UC Health



Long-time Smoker Kicks the Habit

Success on the mind of 300th patient screened by UC Health program

Camping trips with friends often mean relaxing in nature around the warmth of a fire. For Lynn Mann, 56, it also meant several packs of cigarettes while socializing.

However, her last camping trip left her feeling terrible and ready for a change.

"I smoked so much, and I felt awful," says Mann. "I've been a smoker since the age of 16—my father, mother and grandmother were all smokers, and besides a seven-year stint when I stopped, I've always enjoyed smoking; however, after this trip, it was like a light bulb switched on.

"I'm a widow, and I started to think about my youngest daughter, Tiffany, and how I want to be here for her wedding day. I thought about my grandson Colin, my oldest daughter Ashley's son, who I babysit three days a week, and want to see him graduate from college. I realized I want to be around for my family, and I decided that it was time to quit for good."

Mann says Ashley, who works for the American Cancer Society (ACS), had been after her for years to kick the habit, even going as far as sending her information about the UC Cancer Institute's Lung Cancer Screening Program, which follows ACS guidelines on screening for lung cancer.

The program, which is in its second year and is the only program in the area that has a multidisciplinary team evaluating cases of those screened and treating them when necessary, has been recognized by the Lung Cancer Alliance as one of 100 centers nationally for following best practices for



Lynn Mann (center) with daughters Ashley (left), Tiffany (right) and her grandson Colin.

"I realized I want to be around for my family, and I decided that it was time to quit for good."

screening residents who are at an increased risk for lung cancer.

"I would always just brush it off because I wasn't ready—and I have to admit, her 'reminders' would annoy me a little bit," Mann says. "However, I came back to the information when I decided to make the change, and I figure \$100 is a lot cheaper than chemotherapy."

Mann was the 300th patient screened in the program and will continue with yearly follow-up scans in order to catch anything suspicious.

Along with hypnosis, she's meeting with Jane Pruemer, PharmD, director of UC Health's Win By Quitting Smoking Cessation Program and professor at the UC James L. Winkle College of Phar-

macy, to explore different ways to keep the cravings at bay.

"I need that extra support; I really want to be successful this time," she says. "I'm determined to kick this, and I'm happy to have the UC Health team on my side, helping me along the way." •



Pruemer

>> **APPOINTMENTS & REFERRALS**

To reach the Win By Quitting smoking cessation program, call

513-584-QUIT (7848). Walk-in appointments are available to all Barrett Cancer Center cancer patients and family.

To schedule an appointment for lung cancer screening, call 513-584-LUNG (5864).

To reach the American Cancer Society Patient Resource Navigator at the Barrett Cancer Center, call 1-888-227-6446, Ext. 8050.

UC Cancer Institute's Lung Cancer Screening Program has been recognized by the Lung Cancer Alliance as one of 100 centers nationally for following best practices for screening residents who are at an increased risk for lung cancer.

The Vision of Many Becomes Reality

Women's cancer center construction underway

The renovation and expansion of the UC Health Barrett Cancer Center is not just the vision of one person.

And Rosemary Keiser, vice president of ambulatory service for UC Health, has the signatures to prove it.

"We had all of the physician leaders involved in the planning of the third floor addition and renovation sign the bottom of the blueprint," she says, adding that she treasures that framed design. "We discussed each of their wants and needs to make sure that the space would be exactly what was necessary for the best patient experience. Those signatures show the true team effort that went into making this project a reality."



Keiser

The construction of the third floor of the Barrett is on track to be completed by March 2015 and will focus on women's cancer care, built with communication in mind.

"We really put emphasis on communication and interdisciplinary care," Keiser says. "We want our patients' visits to be seamless, eliminating the need for them to wayfind to the various buildings and clinics on the medical campus. It's everything they need in one place with their entire care team visible and available."

Keiser says the customized patient care will begin when patients enter the building from the second floor where the elevators will take them directly to their providers.

"Their needs will all be housed in one place," she says. "They will also have access to clinical trial coordinators, social workers, nutritionists and oncology nurse specialists in addition to providers for the most cutting-edge care."

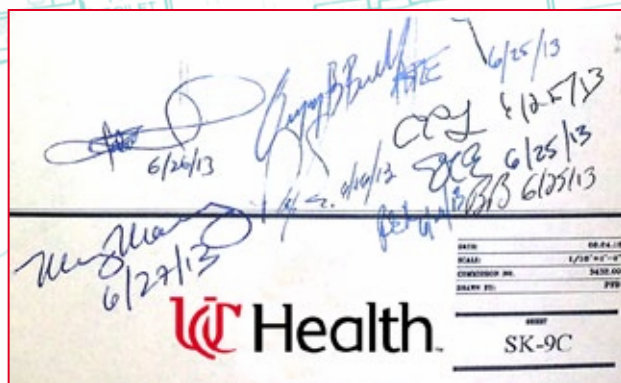
Keiser adds that while the expertise has always existed at UC Health, this project is making the building match the ability.

"The Barrett Cancer Center is special because of the care delivered to patients and their families," she says.

"Now, the renovation will provide a more comfortable, convenient space for those coming to us. This is our chance to literally show patients and their loved ones how much we care about them."

The third floor will be equipped with:

- Multifunctional waiting room
- 4 mammography suites
- 3 ultrasound suites
- 18 exam and 18 infusion rooms
- Procedure room
- Central work area



A Vital Link in the Care Continuum

Daniel Drake Center provides range of post-acute care services

Every day, 93 million people are discharged from U.S. hospitals, and at least half of these patients require additional care—referred to as post-acute care—either at home or in a specialized facility.

The Daniel Drake Center for Post-Acute Care creates a continuum of care for UC Health that encompasses long-term acute care, skilled nursing care, outpatient therapies

and assisted living. With a focus on providing the best care in the appropriate setting, Daniel Drake Center works with patients and families to achieve the best possible outcomes.

More than 65 services are offered at Daniel Drake Center. Below is a list of the top post-acute care services offered to UC Health patients. •

Long-Term Acute Care: Hospital-level care for relatively extended periods to chronically critically ill patients and patients who present with acute clinical needs that cannot be provided for in other post-acute care settings such as Skilled Nursing Facilities (SNF) and Inpatient Rehabilitation Facilities (IRF).

Skilled Nursing: Short-term skilled medical care and therapies to bridge the gap between a hospital stay and independent living.

Outpatient Occupational, Physical and Speech-Language Therapy: Therapists treat everything from ankle, brain and spinal cord injuries to swallowing and speech difficulties, as well as pulmonary and cardiac rehabilitation with both traditional and contemporary therapies.

Advanced Wound Care: Specialists treat both inpatient and outpatient ostomies; traumatic wounds; and diabetic, venous and pressure ulcers.

Stroke Recovery: Daniel Drake Center is a regional leader in stroke recovery with a renowned START program for stroke survivors who are months or years post-stroke and passionate about fuller recovery.

Radiology: CT scans; ultrasound exams; echocardiograms, vascular and general; barium swallows and esophagrams; and diagnostic X-rays; offered to Daniel Drake Center patients and the community.

Support Groups: For individuals recovering from stroke and spinal cord injuries. Survivors can share their progress and concerns with others and learn about available resources. Groups also support families faced with the challenge of caring for their loved one.

Assisted Living at Bridgeway Pointe: The only assisted-living facility within UC Health, Bridgeway Pointe offers a warm, tight-knit community for assisted living, respite care and nationally recognized memory care.

>> FOR MORE INFORMATION

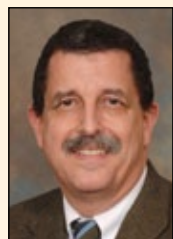
For additional information on any of these services or patient referral questions, call 513-418-2771. To see a complete listing of services offered, visit uhealth.com/danieldrakecenter.



in brief

Ball Named Interim College of Medicine Dean

William Ball, MD, has been appointed interim vice president for health affairs and dean of the UC College of Medicine, effective



Ball

Nov. 1, 2014.

Ball replaces Thomas Boat, MD, who announced in September that he would be stepping down effective Nov. 1.

Ball has served since August 2011 as vice president for research, a position he will retain while he

assumes his interim roles. He is also a professor of radiology, biomedical engineering and pediatrics.

Ball is a former interim chair and chair of the department of biomedical engineering from 2001 to 2008. He received his medical degree from Tulane University School of Medicine, completed a fellowship in pediatric radiology and neuroradiology at Cincinnati Children's Hospital Medical Center and additional neuroradiology fellowship training at the University of New Mexico Medical Center before joining UC and Cincinnati Children's in 1984.

Prematurity Awareness Month Recognized



UC Medical Center recognized Prematurity Awareness Month in November with several events designed to raise awareness about premature birth and the associated health risks to mothers and their babies. Events included a purple lighting ceremony in the hospital courtyard to kick off the month, a "Stories of Hope" event for World Prematurity Day Nov. 13 in which families from across the world shared their experiences with premature birth, and a Prematurity Awareness Panel discussion with Cincinnati's leading experts on prematurity. A March of Dimes display will remain on exhibit in the UC Medical Center lobby for the remainder of November. To learn more about prematurity awareness efforts at UC Medical Center, contact Amy Mueller, March of Dimes NICU Family Support Specialist, at amueller@marchofdimes.com.

Breast Cancer Pilot Grants Available

The Marlene Harris-Ride Cincinnati Breast Cancer Pilot Grant Program is offering five grants of \$40,000, awarding a total of \$200,000.

Administered through UC Cancer Institute, the program serves to facilitate research in breast cancer through interaction and collaboration of investigators and also to encourage the entry of new investigators into the field of breast cancer research.

Grants support innovative and novel pilot research projects in basic, translational, clinical and

population-based research in breast cancer.

Application deadline is Monday, Dec. 1, 2014. If you have any questions, please contact Vijaya Gandhi, PhD, or call 513-558-9914.

Honoring UC Nursing Grads

UC Health nurses who graduated from UC's College of Nursing are eligible for the college's Alumni Legacy Awards. Nominations are being accepted through Dec. 15.

These awards—125 in total to be given—were created this year to coincide with the 125th anniversary of the founding of the nursing college. Awardees will be recognized during the College of Nursing's Alumni Weekend celebration April 10-11, 2015.

Get additional details and nominating information at nursing.uc.edu/alumni/alumni-legacy-awards.html.



HELP UC HEALTH GET RECOGNIZED!

Board-certified physicians who claim their profile on doximity.com by Dec. 5, 2014, are eligible to take the *U.S. News & World Report* "Best Hospitals Survey" in their designated specialty. Dximity.com is a physicians-only social media site and platform. Note that not all specialties are being surveyed at this time by *U.S. News*. To claim your profile, visit doximity.com.

CLINICAL TRIAL SPOTLIGHT:

Do You Suffer From Tinnitus?

WHAT: The purpose of this research study is to test the safety and effectiveness of an investigational study drug, AM-101, when injected into the middle ear. This study is also being done to find out if treatment with AM-101 can improve the symptoms of tinnitus versus taking nothing (placebo).

WHO: Adults 18 to 75 years old, who have been diagnosed with acute tinnitus that started within the last 3 months as the result of an injury to their inner ear or due to middle ear inflammation (otitis media).

PAY: Participants will be paid \$50 for time and travel for each completed study visit. All medication will be provided at no cost to participants.

DETAILS: For more information, contact Jessica Keller at (513) 558-1719 or jessica.keller@uc.edu.



PURSUING PERFORMANCE EXCELLENCE

Working As A Team, We Will Achieve Goals

WE ARE OFF TO A STRONG START with our six Enterprise Goals. Four of the six are meeting the high targets we have set for them. Two of the six are falling short of our expectations.

Bad news first ... the two not meeting our goal:

QUALITY

Reduce the number of patients who experience a hospital acquired infection, specifically CLABSI (Central Line Associated Blood Stream Infection), CAUTI (Catheter Associated Urinary Tract Infection), and SSI (Surgical Site Infection)

Our current process results in about 12 people getting an infection each month. While we would like this to be zero, getting just two less per month would put us on a par with other top performing hospitals. And, it certainly makes a difference to those two patients. Rigorous hand hygiene and line bundle compliance will help reduce these infections.

EFFICIENCY

Reduce the cost of supplies, per patient visit, adjusted for the complexity of care.

The intent of this is not to negotiate contracts or have caregivers use cheaper supplies, but to truly eliminate waiting, delays and waste for our patients. The best care is the most efficient. We need your help to find better ways to deliver better care. How can we reduce wait times, reduce movement in the hospital, avoid complications and make clinic visits more readily available? All of these things will allow us to deliver better care.



Norton

On the positive side we are doing well with four of the six goals. Great job! Go team!

SAFETY

Reduce the number of patients who experience an undesired event while in our care as measured by the AHRQ PSI's (Agency for Healthcare Research and Quality, Patient Safety Indicators).

We have dramatically reduced the number of these undesirable events. When looking at the first four months of this fiscal year compared to last, 99 fewer patients have had an adverse safety event. That's almost one per day. Great work! There is still more to do, but fantastic work.

SERVICE (INPATIENTS)

Improve the patient care experience as measured by the HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) patient satisfaction survey for hospital patients.

Improving this takes the work of every single one of us, and we are doing it. Our patients are telling us that the service they receive is better.

SERVICE (OUTPATIENTS)

Improve the patient care experience as measured by the CGCHAPS (Clinician and Group Consumer Assessment of Healthcare Providers and Systems) satisfaction survey for patients in our clinics or ambulatory settings.

This also is improving. Our patients can see and feel the difference in the care being provided. In the outpatient setting the door-to-door time our patients experience has a large effect on their satisfaction. They expect the quality of care to be excellent. They want it to be efficient for them and we are clearly doing things to make this better.

GROWTH

Increase the referrals from outside hospitals to UC Medical Center.

We are seeing more referrals. This is excellent. As an academic medical center, we want to get the sickest of the sick. Saying "yes" to transfer requests, delivering excellent care and then providing a smooth handoff back to the local hospital or doctor is what grows this. It's hard work, but it assures that patients who need the high level of care that only an academic medical center can offer get that care. ●

>> News Or Ideas?

Have performance improvement ideas or news to share?

Contact Norton at jeff.norton@uchealth.com.

Your ongoing help in improving all of these aspects of patient care is appreciated. Please continue to fix things which don't work well for our patients. When you do, please share your story.

Thank you for all your work,

Jeff Norton

Vice President and Chief Performance Officer



We're all UC Health

Ann Stone

Nurse Practitioner
UC Health Women's Center

ANN STONE, NURSE PRACTITIONER

with UC Health Women's Center, loves coming to work every day and interacting with women and families of all ages and backgrounds.

"I thoroughly enjoy the challenge of finding out what is causing a patient's symptoms and what will help them to feel better."

Conversely, Stone admits, one of the hardest parts of her job is watching patients who have an opportunity to feel better, live healthier lives and improve their outcomes instead choose not to follow medical recommendations. Stone understands that it's difficult to change habits, but just like anything else, she says "maintaining good health requires effort."

Stone understands what drives patient behavior and effectively educates her patients to better care for themselves.

"Women appreciate a direct and honest approach to medical care and sometimes honesty can be a tough thing to swallow, so I always deliver my medical recommendations with compassion and understanding," Stone says. "Patients deserve to get straight answers. But they also deserve to be listened to and respected."

Humor is a good way Stone helps patients feel comfortable when talking about the most personal issues in their lives. And having a deep understanding of gender differences and how those impact diagnoses, treatment and wellness truly influences women's quality of life and outcomes.

"If I had a chance to give women some advice on how to get the best care, I would say two words: honesty and compliance," Stone says. "I ask my patients to tell me exactly what's going on—the good, the bad and the ugly. And most importantly please follow through with any recommended

treatment or prevention advice. If you have doubts, talk to me about it right away so we can clear up any misunderstandings or make necessary adjustments.

"As a primary care provider, my goal is to help women live the fullest, healthiest life possible," Stone adds. "For me personally, that means being strong and fit enough to keep up with my four beautiful grandchildren and raising Budweiser horses on our family farm. We also care for two rescue dogs and so many barn cats that I cannot count them." ●

"Patients deserve to get straight answers. But they also deserve to be listened to and respected."



uchealth.com

Inpatient and outpatient services available in the following communities:

OHIO

ADAMS COUNTY
ANDERSON
CLIFTON
DOWNTOWN
FAIRFIELD
HARPER'S POINT
HARTWELL
KENWOOD
KETTERING
LIMA
MASON
MIDTOWN
MONTGOMERY
MT. AUBURN
TRENTON
TRI-COUNTY
WEST CHESTER
WESTERN HILLS
WHITE OAK
WILMINGTON
WYOMING

KENTUCKY

FLORENCE
LEXINGTON
MAYSVILLE

INDIANA

AURORA
BATESVILLE
GREENSBURG
MADISON
NORTH VERNON
RUSHVILLE

Ann Stone

