

University of Illinois Hospital & Clinics

ROUNDUP

FEBRUARY 2019



'Come See What's Possible'
New! 2019 UI Health Brand Campaign

Drs. Pier C. Giulianotti, left, Jennifer Lim, Ali Alaraj

NEW! 2019 UI HEALTH BRAND CAMPAIGN

The 2019 UI Health brand campaign—titled “Come see what’s possible”—launched this month.

The new campaign has two themes: “Strengths,” featuring UI Health providers and highlighting our clinical expertise, and “Community,” showcasing our commitment to the people and neighborhoods of Chicago.

“We wanted to do two things when we set out to create this campaign: Truly elevate the UI Health brand, and reinforce to our patients that UI Health is dedicated to helping their families achieve their health goals,” says Rachel Paus, senior director of Marketing & Strategic Communications.

The “Strengths” spot focuses on UI Health’s foundation as an academic medical center and how that leads to excellent patient care in fields like ophthalmology, robotic surgery, and neuro. “Community” supports our mission of providing the highest quality care to all patients.

The February campaign launch includes broadcast and digital television commercials; radio commercials; an advertising takeover at the CTA Pink Line Polk Station; and additional digital and out-of-home advertising. The “Community” series also is being advertised in Spanish.

“Just as it is vital that we provide care to our patients in their preferred language, it is important that we present UI Health in the market as a diverse, welcoming institution,” Paus says.

Internally, the campaign is being featured on the Hospital’s homepage, and a designated campaign landing page showcases a number of our specialty care service lines, which also will be featured in future phases of the campaign.

The Marketing team, along with agency Daniel Brian Advertising, began concepting the campaign in the summer of 2018, and early iterations of scripts and sample commercials

underwent A/B testing sessions with UI Health patients, visitors, and staff in the Hospital and Outpatient Care Center. Their feedback, along with feedback from Hospital Leadership, helped to guide the overall direction of the TV spots. Various aspects of production took place throughout the fall and early winter before being finalized after the New Year.

“The Marketing team is grateful to all the providers who participated in the campaign and helped us bring it to life,” Paus said. “It’s been a while since we’ve taken a new campaign into the market. We’re excited for Chicago to come see what’s possible at UI Health.” ●



Images from the campaign highlight the diversity of the communities we serve.



NEW MED-PSYCH BEDS NOW OPEN ON 8E

Clinical leadership from Psychiatry and Medicine have been working together to improve care for our psychiatric patients who also have medical needs.

This initiative included converting five psych beds on 8E to Med-Psych beds, and cross-training clinical staff. These changes allow the highest level of care with appropriate location for some of our most vulnerable patients.

Benefits of the new unit include:

- Specialized services and improved collaboration between Psychiatry and Internal Medicine units
- Improved throughput: medically complex psychiatric patients will be able to come to 8E, freeing up beds on the medical units
- Immediate psychiatric treatment for patients who would otherwise spend time on a medical unit

For questions on this initiative, please contact Dr. Melissa Wagner-Schuman at mwagner9@uic.edu or Victor Agoo at vagoo@uic.edu.

Thank you to all who made this possible!

Top: Dr. Patricia Finn, head of the Department of Medicine, and Dr. Anand Kumar, head of the Department of Psychiatry, cut the ribbon at the opening of the new Med-Psych unit on 8E.

Below: Mike Zenn, CEO of the University of Illinois Hospital & Clinics, speaks at the opening ceremony. More than 50 providers and staff attended the ribbon cutting.



Extreme Weather Thank You!



We would like to thank everyone for their efforts, teamwork, and extra compassion for each other and our patients during our emergency operations during the recent extreme winter weather. The hard work of our teams ensured the safety of our patients and staff.

We greatly appreciate everyone who traveled into work during the winter weather. A special thanks to Joel Karman, Pat Madden, Rani Morrison, and Cheryl Pinotti for quickly implementing a warming center in our Emergency Department waiting area, which allowed us to provide shelter in the ED without taking up clinical space. We provided temporary shelter for 40 individuals, including five children, and our social workers did an excellent job rounding these individuals to provide services and resources to help them get what they needed to stay safe. Thanks also to those who helped out before/after their shifts in many ways large and small. Our unit managers, nursing team, surgical team, clinic teams, and all of our support services teams did an outstanding job working together and responding to our patients.

Your dedication to our patients and each other is greatly appreciated!

3i Project Update

Central to the 3i Project is the implementation of the Epic system. At the end of 2018, UI Health successfully completed the first phase of the Epic implementation plan named “Pre-Work.” This phase involved information gathering, analysis, and planning activities, as well as creation of the project governance structure that helped set our go-live date of Saturday, May 9 2020!

In January, UI Health entered the second phase of the Epic implementation plan named “Workflow Walkthrough.” This phase is comprised of two major events — On Site Visits and Workflow Walkthroughs. Epic On Site Visits occurred in mid-January and included 170 sessions through which Epic staff learned more about us and how we work. This prepared Epic staff for the Workflow

Walkthroughs; 127 demo-based discussions of our future state workflows based on the Epic best practice foundation system workflows. This was the first opportunity for UI Health stakeholders to view the Epic system and gain an understanding of the new user workflows that we will be adopting.

The 3i initiative has three key governance groups: 3i Executive Sponsors, 3i Steering Committee, and 3i Support Team, which is made up of leadership from the Hospital & Clinics, Office of the Vice Chancellor of Health Affairs, and College of Medicine, in addition to 16 physicians, 2 IS members, and 20 operational staff. The Epic project team also met milestones to complete third party system agreements needed for the clinical content



and non-Epic systems that will integrate with Epic.

Other aspects of the 3i project are also progressing including management of our legacy systems, redesign of the end-user computing experience, enhancement of our wireless network, and establishment of an integrated billing function. For more information on

the 3i Project and current activities please visit the 3i website, available from the UI Health Intranet. ●

Project Manager
Michael Jhattu,
3i Project Director,
Director of IS Applications
Information Services

Executive Sponsor
Michael B. Zenn, CEO

UI Health Partners with Gateway Foundation to Launch STR Program

A Gateway Foundation State Targeted Response (STR) program launched in October 2018 with \$16.3 million in grant funding from the Department of Health & Human Services’ Substance Abuse & Mental Health Services Administration. The program — which works to match emergency department patients with opioid-use disorder to a treatment provider with available capacity that accepts the patients’ insurance — aims to bridge the gap between opioid-using clients and viable

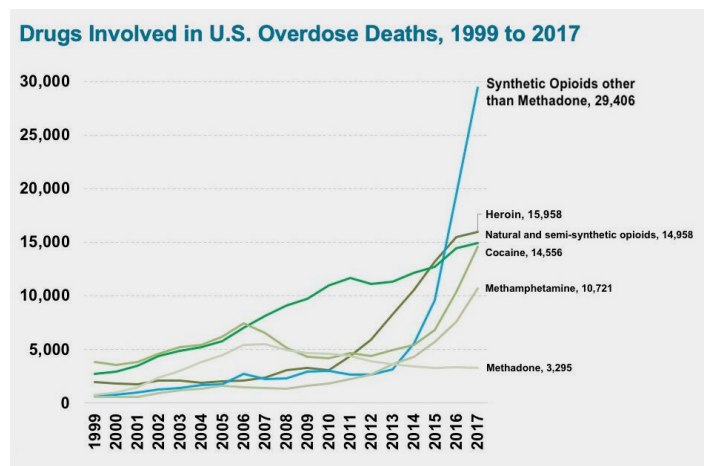
treatment options for opioid-use disorder.

Gateway’s engagement specialists and recovery coaches will help our patients make informed decisions about treatment options most appropriate to their treatment needs, including but not limited to detox; residential; intensive outpatient; outpatient; and medication-assisted treatment.

For more information on this initiative, please visit the intranet. ●



STATE TARGETED RESPONSE TO THE OPIOID CRISIS



Did you know?

The Impact of Post Discharge Phone Calls on Transitional Care

UI Health is committed to providing exceptional care in the hospital and at home, because healthcare shouldn't stop when patients leave our doors. Through post discharge calls,

our goal is to ensure coordinated care throughout the continuum, improve the patient experience, and reduce avoidable readmissions.

WHY are post discharge calls important?

UI Health's post discharge call program checks with our patients within 48 hours of them going home to ensure

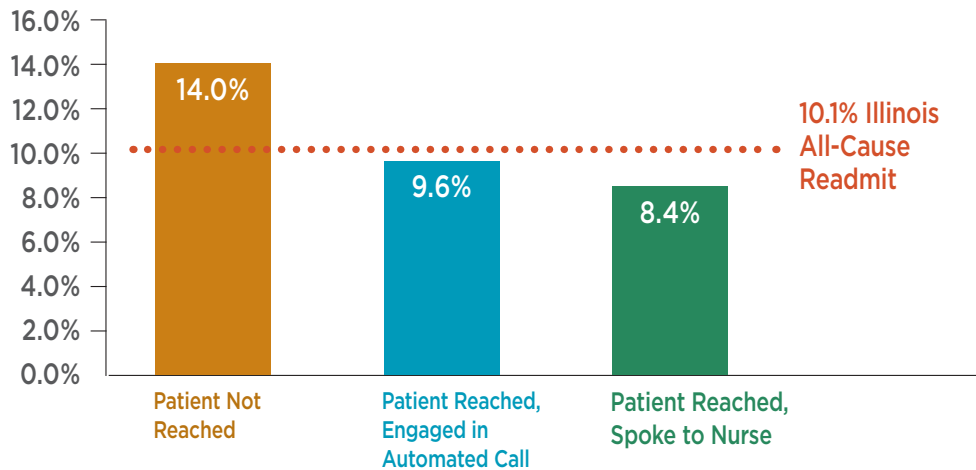
they have their prescriptions, understand their discharge instructions, schedule their home health equipment and follow up appointments. If patients are having difficulty with these, our teams' interventions help bridge gaps. This prevents readmissions for issues that are preventable.

WHAT has been the impact of the calls so far?

Patients that engage during the call **readmit 6% LESS** than patients that do not; and had **HIGHER patient experience** scores across all domains.

Unfortunately... **less than half** of our patients say they were made aware of the call before they left our hospital.

30 Day Readmit Rates



We need YOUR HELP to spread the word!

Please direct any questions on this program to Nicole Curtis, Assistant Director Care Coordination Operations, at ncurtis@uic.edu.



UPCOMING EVENTS AND DEADLINES

St. Baldrick's 2019 *Be a hero for kids with cancer!*

Friday, Feb. 22, 8-10 am, UI Health Hospital, 1740 West Taylor St., Conference Room 1135. Donate or sign up to be a shavee today! www.stbaldricks.org/events/chui2019



New Process Improvement Courses Now Available

You may be asked to be part of an improvement project involving your workflow or care delivery practices.



Dr. Richard Banchs offers a three-day course, titled *"How to See It, Improve It, and Get People to Support It"* to provide clinicians and staff the knowledge, skills, and tools needed to succeed.

In this course you will learn the essential foundations of process improvement, change management, and team dynamics. Courses are free for UI Health personnel and are held on campus from 7:45 am to 3:30 pm each day.

DATES:

Feb. 11-13 March 11-13
April 8-10 May 13-15 June 10-12

CME and CNE credit are available for physicians and nurses who attend.

For more information or to register, contact the OPIO at: opi@uic.edu or 312.413.8974.

VTE Prevention Awareness tables will be in the hospital lobby on the following days:

March 5, March 13, March 21, March 29
Each day: 11 am to 1 pm

Don't forget to stop by to receive giveaway items and learn how you can participate in blood clot prevention!

Congratulations to our 2019 Castle Connolly 'Top Doctors!'

101 UI Health providers across 44 specialties were named '2019 Top Doctors' by *Castle Connolly Top Doctors*. Physicians are nominated by peers in a nationwide survey, then chosen by a physician-led research group from Castle Connolly.

The UI Health doctors recognized are:

ADOLESCENT MEDICINE

Dr. Karen Bernstein

CARDIOLOGY

Dr. Joan E. Briller
Dr. George T. Kondos

CHILD & ADOLESCENT PSYCHIATRY

Dr. Edwin H. Cook Jr.
Dr. Kathleen M. Kelley

COLON & RECTAL SURGERY

Dr. Anders F. Mellgren

DERMATOLOGY

Dr. Iris K. Aronson
Dr. James S. Feinberg

DEVELOPMENTAL-BEHAVIORAL PEDIATRICS

Dr. Reshma Shah

DIAGNOSTIC RADIOLOGY

Dr. Michael E. Bresler

ENDOCRINOLOGY, DIABETES, & METABOLISM

Dr. Elena Barenholtz
Dr. Dan V. Mihailescu

FAMILY MEDICINE

Dr. Mark C. Potter

GASTROENTEROLOGY

Dr. Russell D. Brown
Dr. Allan G. Halline

GYNECOLOGIC ONCOLOGY

Dr. Rajul Kothari

HAND SURGERY

Dr. Mark Henry Gonzalez
Dr. Alfonso Mejia II

HEMATOLOGY

Dr. Victor R. Gordeuk
Dr. David J. Peace
Dr. Damiano Rondelli

INFECTIOUS DISEASES

Dr. Richard M. Novak

INTERNAL MEDICINE

Dr. Reed Berger
Dr. William L. Galanter
Dr. Michel Gowhari
Dr. Asra R. Khan
Dr. Mark S. Kushner
Dr. Robert Molokie
Dr. Jonathan M. Radosta
Dr. John E. Tulley

MEDICAL ONCOLOGY

Dr. Lawrence Feldman
Dr. Dominic Ho
Dr. Neeta Venepalli

NEONATAL-PERINATAL MEDICINE

Dr. De-Ann M. Pillers

NEPHROLOGY

Dr. Jose Arruda

NEUROSURGERY

Dr. Sepideh Amin-Hanjani
Dr. Fady T. Charbel
Dr. Herbert H. Engelhard III
Dr. Sergey Neckrysh

NEUROLOGY

Dr. James Goodwin
Dr. Cathy McDermut Helgason

NEURORADIOLOGY

Dr. Keith R. Thulborn

OBSTETRICS & GYNECOLOGY

Dr. Gloria L. Elam
Dr. Sondra Summers

OCCUPATIONAL MEDICINE

Dr. Susan N. Buchanan
Dr. Peter Orris

OPHTHALMOLOGY

Dr. Nathalie F. Azar
Dr. R.V. Paul Chan
Dr. Felix Y. Chau

Dr. Jennifer Lim
Dr. Ann-Marie Lobo
Dr. William F. Mieler
Dr. Allen M. Putterman
Dr. Pete Setabutr
Dr. Joel Sugar
Dr. Benjamin H. Ticho
Dr. Thasarat S. Vajaranant
Dr. Jacob Wilensky

ORTHOPAEDIC SURGERY

Maria Z. Siemionow

OTOLARYNGOLOGY

Dr. Miriam Redleaf
Dr. Ari B. Rubinfeld
Dr. H. Steven Sims
Dr. Dean Toriumi

PEDIATRIC ALLERGY & IMMUNOLOGY

Dr. C Lucy Park

PEDIATRIC GASTROENTEROLOGY

Dr. James Berman
Dr. T.S. Gunasekaran

PEDIATRIC HEMATOLOGY- ONCOLOGY

Dr. Lewis Hsu
Dr. Mary Lou Schmidt

PEDIATRIC INFECTIOUS DISEASES

Dr. Karen Hayani

PEDIATRIC NEPHROLOGY

Dr. Eunice G. John

PEDIATRICS

Dr. Rachel N. Caskey
Dr. Mark D. Minier
Dr. Amanda D. Osta

PHYSICAL MEDICINE & REHABILITATION

Dr. Terry L. Nicola

PLASTIC SURGERY

Dr. Mimis N. Cohen

Dr. David Erik Morris
Dr. Pravin Kumar Patel
Dr. Iliana E. Sweis

PULMONARY

Dr. Steven Dudek
Dr. Howard Jaffe
Dr. Min Joo
Dr. Kevin C. Kovitz
Dr. Dean Ernest Schraufnagel

RADIATION ONCOLOGY

Dr. Howard J. Halpern
Dr. Matthew Koshy
Dr. Stanley Liauw

REPRODUCTIVE ENDOCRINOLOGY/ INFERTILITY

Dr. Humberto Scoccia
Dr. Mary D. Stephenson

RHEUMATOLOGY

Dr. Nadera J. Sweiss

SURGERY

Dr. Enrico Benedetti
Dr. Jose Oberholzer
Dr. Alejandra Perez-Tamayo
Dr. Michael Warso

THORACIC & CARDIAC SURGERY

Dr. Michel N. Ilbawi
Dr. Malek Massad

UROGYNECOLOGY/FEMALE PELVIC MEDICINE & RECONSTRUCTIVE SURGERY

Dr. William Kobak

UROLOGY

Dr. Craig Niederberger
Dr. Lawrence S. Ross

VASCULAR & INTERVENTIONAL RADIOLOGY

Dr. James T. Bui
Dr. Charles E. Ray Jr

VASCULAR SURGERY

Dr. Martin Borhani

CONGRATULATIONS TO ALL! YOU MAKE US PROUD!