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CELEBRATE  
DOCTORS' DAY  
DATE: MARCH 31  
::WEAR RED  
::PATIENT::  
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:::CARE:::  
SUPPORT FACULTY  
PHYSICIANS AND  
HOUSE STAFF:::

UF HEALTH SHANDS EMPLOYEE NEWSLETTER

VOL. 9 NO. 8 | MARCH 2014

# NEWSNOTES

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Please put NEWS&NOTES back in the rack!

Share it with co-workers or recycle it when

done. Thank you.

UF HEALTH SHANDS | PEOPLE

## Honoring physicians on Doctors' Day, and every day

I'll never forget joining the Shands Marketing and PR team in my 20s and the feelings it evoked. I was full of wonder to be part of such a complex and thriving medical center. I loved the stimulation of weaving my way through the metropolis of buildings and finding my place among the sea of staff moving around in white lab coats and colorful scrubs.

I was excited to explore the hospital, get to know its staff and help tell its stories. As media relations coordinator I immediately started working with a variety of faculty physicians, nurses and clinical staff, and I got to connect with patients and their families.

At first, I was intimidated to set up interviews with physicians well-known as top experts in their field. I learned about their research, inventions and roles in pioneering medical breakthroughs. There are no doctors in my family and this was my first experience in the health care setting. I was in awe to work with people who hold others' lives in their hands. Everyone I worked with proved to be welcoming, helpful and eager to familiarize me with their specialties and the unique needs of their patients.

Our media efforts often involve dramatic success stories and medical "firsts." My favorite experiences involved transplantation, which hit close to home. While attending UF, two close friends received kidney transplants. Now I was working with the transplant surgeons, doctors and coordinators who helped save their lives. And I will always remember working with the faculty and staff in special situations, such as with the state's first Berlin Heart recipient – a little boy who charmed all of us.

Early on, I learned to appreciate our organization from multiple perspectives, especially those of our patients. I was honored to observe the relationships between our physicians, their teams and the families they serve. I witnessed their tireless and passionate efforts to heal and help patients who are vulnerable and turn to us in need.

Throughout my career, I've noticed a recurring message of thanks. Our patients and their families are so grateful for the physicians and staff who care for them. I've witnessed countless families humbly and eloquently express their gratitude for the doctors and nurses who changed their lives. If you don't believe in miracles, our patients will testify that they happen here – a lot!

The best thing we have going – and the reason so many of us have been here so long – is the amazing people providing care and bringing hope to people's lives. So thank you to our physicians on Doctors' Day – and all our clinical staff, every day.

Kim Rose  
Director, Strategic Communications  
UF Health Communications



FSC LOGO

UF HEALTH SHANDS | PEOPLE

## Our physicians are ‘second to none’

**This month, we’re featuring a guest column by Irene Alexaitis, D.N.P., R.N., NEA-BC, UF Health Shands Hospital vice president and chief nursing officer**

**Over the years** I have received many letters from grateful patients and families. The level of gratitude to our hospital staff and faculty physicians is often expressed in these letters.

Patients typically describe interdisciplinary collaboration and communication leading to excellent patient experiences and superb patient outcomes. Each letter has a common thread: dedication, compassion and care of the physicians, nurses and the health care team.

One patient who had previous experiences at MD Anderson Cancer Center in Houston and Mayo Clinic in Scottsdale wrote, “Your hospital is equal, if not superior, to either of those two hospitals. The big difference was caring attitudes.”

Another patient noted that all experiences with “[...] physicians, nurses and staff were on par with John Hopkins.”

A memorable story came across my desk thanking our trauma services staff members. The letter described a near-fatal motor vehicle accident and commended a variety of physician services, including UF College of Medicine trauma, critical care, anesthesia, medicine and orthopaedic services, for saving his life.

While superior clinical care draws patients to our facilities, the compassion and empathy of our staff leave a lasting impact. Another patient’s family commended physicians for their “soft skills” as they assisted the family with the decision to withdraw care. The care and compassion demonstrated by our physicians during this trying time was appreciated by the family.

As I read each letter, I am filled with pride to be a member of UF Health. The integration of the faculty and the hospital has created a synergy with a focus on putting our patients first.

This Doctors’ Day, I want to recognize our physician partners for their contribution to UF Health. Their knowledge, dedication, compassion and care are second to none.

We are proud and honored to be your partners at UF Health.

Happy Doctors’ Day.



Irene Alexaitis, D.N.P., R.N., NEA-BC  
Nursing and Patient Services vice president and chief nursing officer  
UF Health Shands Hospital

## Take five for the Employee Engagement Survey

Spend a few minutes talking about your work life

### Top five reasons to take the Employee Engagement Survey:

5. Studies show that engaged employees feel connected and have an emotional investment in their organization.
4. Engaged employees tend to build a strong, positive working relationship with their manager.
3. Engaged employees represent their company positively outside work – their commitment goes beyond just doing a job.
2. Engaged employees make decisions to benefit the organization and its customers.
1. Your opinion counts. The Employee Engagement Survey is completely confidential and offers UF Health Shands employees the chance to provide invaluable feedback about your work life.

The UF Health Shands Employee Engagement survey only takes a few minutes to complete, but your feedback could shape our work environment for years to come. This year, we're celebrating five years of the Employee Engagement Survey!

We've used last year's results to benchmark the progress you and your team have made throughout the past year. Survey says: Employee engagement is the key to patient satisfaction; positive patient outcomes; and a healthy, happy work environment. And engagement is built thorough communication.

**Tiffany Rouillier, B.S.N., R.N., CCRN**, is the UF Health Shands Hospital Bone Marrow Transplant Unit nurse manager. She used survey feedback to transform her team's communication process and build trust.

"Staff wanted to be included in decisions that affected them and they wanted to feel someone was working with and for them," she said.

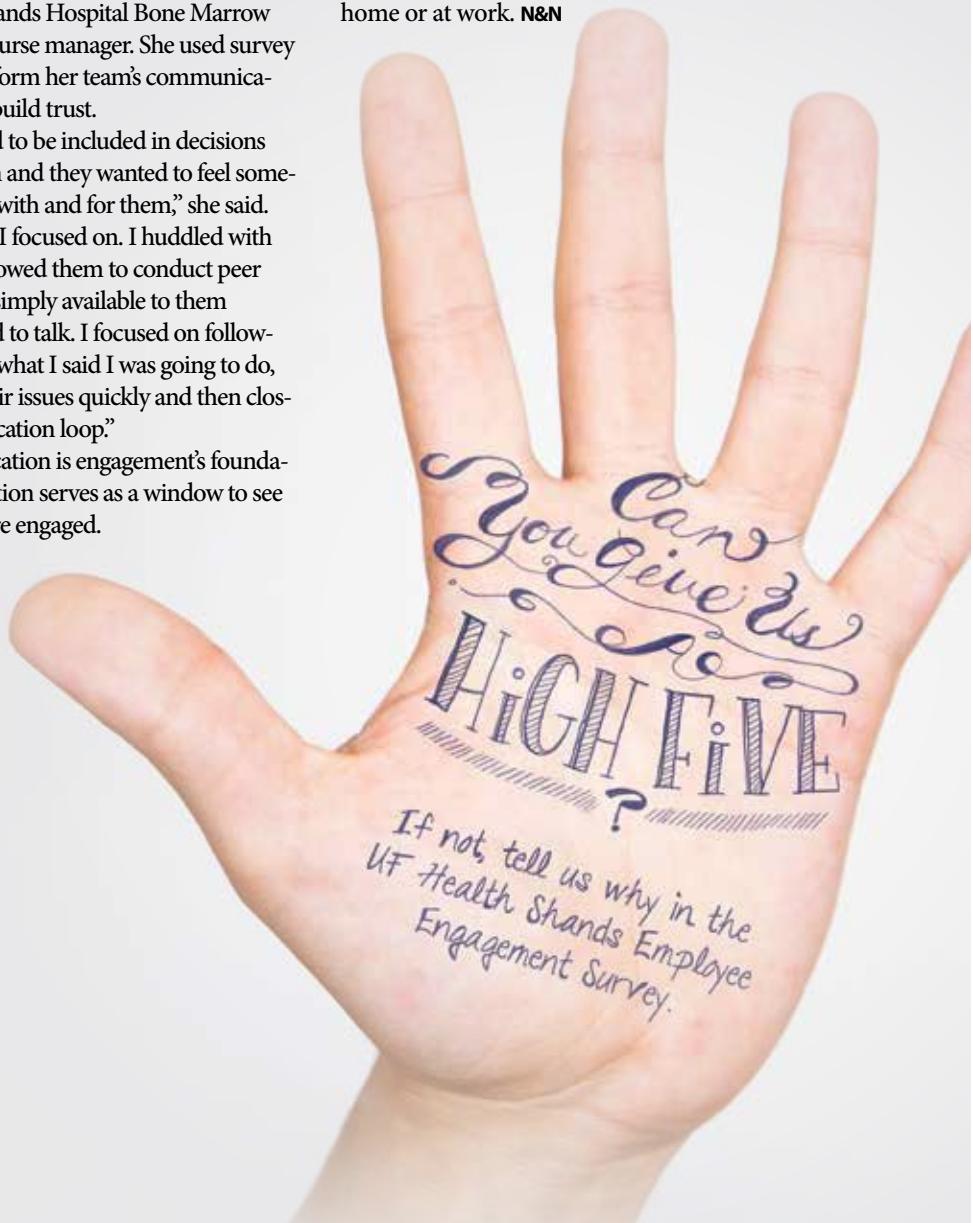
"That's what I focused on. I huddled with them weekly. I allowed them to conduct peer interviews. I was simply available to them when they needed to talk. I focused on following through with what I said I was going to do, responding to their issues quickly and then closing the communication loop."

If communication is engagement's foundation, staff recognition serves as a window to see how employees are engaged.

**Sherry Augustine, B.S.N., R.N., RN-BC**, is the UF Health Shands Hospital Internal Medicine Unit 65 nurse manager. She takes every opportunity to recognize her staff and now they are reaping positive rewards.

"There is an increase in staff 'presence,' and an overall great environment of teamwork," Augustine said. "Many staff members refer to their co-workers as their work family, and they mean it."

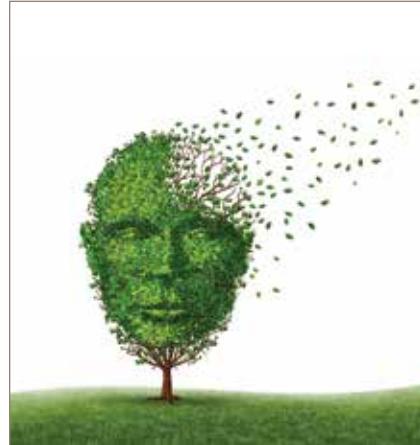
The 2014 Employee Engagement Survey is open March 24–April 14. You will receive instructions from your manager on how to take the completely confidential survey at home or at work. **N&N**



UF HEALTH SCIENCE CENTER | SERVICE

## Lab Notes

Check out recent developments in research at the UF Health Science Center.



- A nationwide stroke prevention study shows that medication and lifestyle changes remain safer and more effective at preventing strokes than stenting in patients with narrowed brain arteries. The study analyzed long-term health outcomes from a multicenter clinical trial, which included UF Health researchers **Brian Hoh, M.D.**, and **Michael Waters, M.D., Ph.D.** The findings appeared in *The Lancet*. Nearly 800,000 people each year suffer a stroke, about 10 percent of which result from a narrowed artery inside the brain. The new guidelines restrict use of a stent to patients with at least a 70 percent blockage who already have had two previous strokes while on aggressive medical management.

- Led by **David Kays, M.D.**, UF Health pediatric surgeons have published results from nearly 20 years of treating children with congenital diaphragmatic hernia, showing the highest published survival rate for a large-group study. The findings also present new data for determining when a baby's hernia should be surgically repaired. CDH occurs when one of the diaphragm muscles does not develop fully during gestation. Abdominal organs migrate into the chest, crowding the heart and lungs and impeding lung development. The best modern estimate of survival at U.S. centers that treat CDH patients is 67 percent. Between 1992 and 2011, 88 percent of CDH babies treated at UF Health who did not have lethal associated defects survived and were released from the hospital.

- Rates of dementia among people with Parkinson's disease are higher than in the general population, with 25 to 40 percent of patients expected to eventually develop dementia. UF has received a \$2.1 million National Institutes of Health grant to use brain imaging to better understand different types of cognitive difficulties that affect patients with Parkinson's. While Parkinson's disease is commonly known as a movement disorder characterized by tremors and muscle rigidity, there is a growing recognition of an associated risk of cognitive problems. "Individuals with Parkinson's disease often develop slower thinking speed. This is the cognitive hallmark of Parkinson's disease," said **Catherine Price, Ph.D.** **N&N**

**UF HEALTH CANCER CENTER | SERVICE****UF HEALTH AND ORLANDO HEALTH LAUNCH JOINT ADVERTISING CAMPAIGN**

This spring has been busy for UF Health and Orlando Health. On the heels of announcing our collaboration with the new UF Health Cancer Center at Orlando Health, in January we launched an advertising and marketing campaign in Orlando.

This campaign uses traditional multimedia and digital tactics to formally introduce and build awareness for the new collaboration between our organizations focused on cancer care.

The campaign began with an intense 120-day run and is fully integrated with print, billboard, TV, radio, trade publications and social/digital elements. Billboards and radio launched first followed by print ads, TV spots and then trade publications. Digital/social media will be ongoing. The campaign is designed to reach 90 to 95 percent of our target audiences (key influencers and health consumers) with a frequency average of 50 to 55 impressions.



Out of the Blue Productions, an agency from Philadelphia with a rich experience in cancer care marketing, developed the creative concepts and execution. UF Health and Orlando Health marketing teams worked collaboratively with our leaders to incorporate physicians from both organizations into the campaign as well as fine-tune the key messages and visuals.

It's a new day in cancer care and treatment for residents of Florida. To view the campaign, visit [UFHealthCancerOrlando.com](http://UFHealthCancerOrlando.com).

**UF HEALTH | QUALITY****QUALITY GRAND ROUNDS ARE HERE**

The Sebastian Ferrero Office of Clinical Quality and Patient Safety officially kicked off Quality Grand Rounds in January. Each month, they offer a panel of speakers and interactive presentations on a variety of topics.

Pictured here in January (L-R) are Sue Keating, UF Health Shands Hospital Clinical Risk Management director; Tracy Ison, M.S.N., R.N., UF Health Shands E.R. nurse manager; Anne Meiring, UF Health Shands Hospital senior quality improvement specialist; Charisa DeMott, UF Health Shands Hospital Spanish medical interpreter; Bill Jernigan, UF Health Shands Hospital Quality Improvement administrative associate; Raquel Bourget-Gras, UF Health Shands Hospital Spanish medical interpreter; Randy Harmatz, M.B.A., UF Health senior vice president and chief quality officer; Roxana Urrutia, UF Health Shands Hospital Spanish medical interpreter; and Arif Ishmael, M.D., UF College of Medicine resident.

Don't miss the next Quality Grand Rounds at 1 p.m. Thursday, April 10, at UF Health Shands Hospital (north campus) Auditorium, Room 6120.





#### UF HEALTH PHYSICIANS | SERVICE

#### **GATORADVANTAGE NOW**

The GatorAdvantage NOW practice, located at UF Health Internal Medicine at the Medical Plaza, provides faculty and staff with easy access to an on-campus location for same-day appointments. The clinic is designed for employees with medical issues that require attention quickly, who can't wait for a regularly scheduled primary care visit.

The GatorAdvantage NOW team treats patients with a wide range of medical concerns, including:

- cough, cold and flu
- sinus infections
- fever
- allergies
- sore throats
- ear pain
- eye infections
- common skin rashes and infections
- urinary tract infections
- minor aches, pains and injuries

To make a same-day appointment, call 352-265-1NOW (1669).



#### UF HEALTH SHANDS REHAB HOSPITAL | PEOPLE

Andrea Gilbert, O.T., UF Health Shands Rehab Hospital occupational therapist, smiles as one of her patients pets Magic, a horse used in therapy. In January, she and staff members hosted a party for the horses and their owners to thank them for their ongoing support and encouragement of the patients recovering at UF Health Shands Rehab Hospital.

**UF HEALTH SHANDS | QUALITY****I COMPLY!**

Can UF Health Shands employees accept free continuing educational units for attending vendor-sponsored training? Can we accept travel expenses to get to a vendor-sponsored training? If you have asked yourself these questions, we have good news – UF Health Shands Core Policy CP04.005 Educational Events and Honoraria is here to help!

The basics:

- Vendors may not pay for your travel and/or attendance expenses for a vendor-sponsored training.
- UF Health Shands staff may not accept free CEUs for attending a vendor-sponsored training.

Ok, those were easy answers. But what about honoraria? What are honoraria in the first place?

- Honoraria are payments, rewards, gifts or anything of value for employees or vendors volunteering services. For example, a gift card given to an employee for presenting at a seminar would be honoraria.
- UF Health Shands personnel may not accept honoraria.
- A common example is receiving a gift card for completing a survey.
- Vendors offering honoraria may be redirected to the UF Health Office of Development.

**Questions?**

Call UF Health Shands Office of Compliance and Privacy at 352-627-9050. To view core policies, see "Special SHC Resources" on the ShandsConnect portal home page.

**UF HEALTH PHYSICIANS | SERVICE****EMPLOYEES CAN USE UF HEALTH PRIMARY CARE AFTER HOURS**

UF Health now offers adult primary care appointments four evenings a week for all UF and UF Health employees, as well as for patients of UF Health Family Medicine, Internal Medicine and Senior Care practices. Routine or same-day appointments are available 6-9 p.m. Monday-Thursday.

Patients are seen by participating UF Health family or internal medicine physicians and nurses. Appointments take place at the UF Health Orthopaedics and Sports Medicine Institute at the corner of Southwest 34th Street and Hull Road in Gainesville.

To schedule an appointment, call 352-265-1234. After 5 p.m., please call 352-273-8613. For more information, visit [UFHealth.org/afterhours](http://UFHealth.org/afterhours).

**UF HEALTH SHANDS | SERVICE****CATH LAB OFFERS EFFICIENT SCHEDULING AND CREATIVE COLLABORATION**

The UF Health Shands Hospital Cardiac Catheterization Lab supports five cardiology services – heart failure, interventional, pediatric/congenital, electrophysiology and pulmonary. The team is led by **Carol Floyd, R.N.**, director, and **Daleen Diedericks, R.N.**, clinical coordinator. It is staffed by experienced and well-trained employees who work together to help diagnose patients and perform life-altering procedures. Almost everyone on the team is cross-trained to work in each area, creating an effective and efficient work environment.

When work schedules are developed, each employee is assigned to an area for four weeks. This gives them time to get to know one another and to work together. The rotation process creates a tight-knit group with a diverse workload willing to collaborate to solve problems.

A recent challenge requiring teamwork has been the shutdown of one of the labs for repair. The lab is due to reopen in May so the staff came up with an idea to manage the workload and meet patient needs. They agreed to come in early at 6 a.m. rather than work later into the evening. This effort has not only kept their team members from burning out, but it also has benefited patients who prefer to be seen earlier, rather than later, in the day.

To thank employees, the Cath Lab staff celebrated their first Cath Lab Cardiovascular Week in February with daily prizes and games including crossword puzzles and matching baby pictures. Leaders provided food, ice cream and a grand prize gift basket with a cooler and camping gear, and staff wore T-shirts to commemorate the occasion.

## Physician Spotlight

**Laurel Blakemore, M.D., and Richard Blake, M.D., are two great additions to the UF Health team**

**Laurel Blakemore, M.D.**

**UF College of Medicine**

**chief of pediatric orthopaedics**

**Specialty:** In addition to general pediatric orthopaedics, Blakemore specializes in scoliosis, complex spinal deformity and pediatric orthopaedic trauma.

**Background:** Blakemore joined UF Health in January from Children's National Medical Center in Washington, D.C., where she served as the chief of orthopaedic surgery and sports medicine.

**Interesting fact:** Blakemore served as the team physician for the U.S. Hockey National Team Development Program from 2001 to 2004, and was the team physician for the 2006 U.S. under-18 world gold-medal team in Malmo, Sweden.

**Hobbies:** Blakemore is an active equestrian show-jumping competitor and serves on the board of directors of the Upperville Horse Show in Virginia, the oldest horse show in America.

**What do you like best about pediatric orthopaedics?**

"Of all the areas of orthopaedics, pediatrics is the most enjoyable to me. Our patients are really fun and really want to get well. Also, in addition to having a subspecialty interest, I still get to be a general orthopaedic surgeon, so I'm not doing the same thing every day."

**What do you look forward to most about working as part of the UF Health orthopaedics team?**

"I'm really excited about building the pediatric orthopaedic program at UF Health. There is a big need in our area, and I have tremendous

support to help make this a great program."

**Richard Blake, M.D.**

**UF College of Medicine assistant professor of ophthalmology**

**Specialty:** Blake is a fellowship-trained glaucoma specialist and comprehensive ophthalmologist.

**Background:** Prior to returning to UF Health, Blake served as chief of ophthalmology at the William Jennings Bryan Dorn V.A. Medical Center in Columbia, S.C., and was in private practice in Hilton Head, S.C.

**Interesting fact:** Blake completed his undergraduate studies at Brown University, his medical degree from the University of Alabama, his ophthalmology residency at the University of Illinois in Chicago, and a fellowship in glaucoma at UF.

**Hobbies:** In addition to hanging out with his wife and two children, Blake enjoys saltwater fishing, boating, traveling and ornithology (bird-watching).

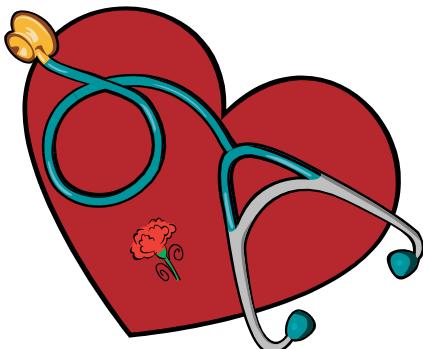
**Why ophthalmology?**

"The eye is a fascinating structure, and ophthalmology provides [the physician] a nice combination of medicine, surgery and science. The technological innovations, new and better surgical techniques and medicines for treating eye conditions are amazing, making it an exciting time to be an ophthalmologist."

**What prompted you to return to UF Health?**

"After 10 years in private practice and at the V.A., I really wanted to get back into an academic environment, and UF is a very strong academic institution. I enjoy the camaraderie within the department and look forward to growing my practice and developing strong relationships with my colleagues, patients and community."





## UF Health Shands hospitals honor our medical staff

### Wear red March 31 for Doctors' Day

Our University of Florida College of Medicine faculty physicians and house staff save lives and support our Forward Together vision by delivering patient-focused care, conducting life-saving research and educating tomorrow's medical experts.

Please wear red to honor our physicians on Monday, March 31, in observance of National Doctors' Day (March 30).

### IN THE WORDS OF OUR PHYSICIANS

#### A Q&A celebrating Doctors' Day

Working at UF Health is a unique experience, especially when it comes to delivering world-class health care.

Whether we provide hands-on patient service, manage complex databases, create a welcoming environment at an admissions desk or deliver medication to a patient's bedside, we all have the same common goal. Together, our UF Health medical staff and employees serve patients who come to us in their time of need and trust us with their care.

**David S. Guzick, M.D., Ph.D.**, UF senior vice president for health affairs and UF Health president, put it succinctly. "I think the culture of 'faculty and hospital, each working toward its goals' has evolved toward 'faculty and hospital, working together on behalf of our patients,'" he said.

We're surrounded by the best and brightest in the medical field – and we are training the next generation of physicians right here. This Doctors' Day, we talked to some of our physician leaders about what working at UF Health means to them.

#### N&N: What do you appreciate about our UF Health Shands nursing and support staff with whom you work?

**Michael L. Good, M.D.**, UF College of Medicine dean:

"At UF Health Shands, our ultimate success depends on delivering the highest-quality and most compassionate care to our patients, and to accomplish that we must work together effectively as interdisciplinary teams. We must also educate our students and residents in teams. Our faculty realizes that they are extremely fortunate to be working beside an award-winning nursing staff that is skillfully focused on patient safety, clinical outcomes and the patient experience."

**Timothy Flynn, M.D., FACS**, UF Health Shands Hospital chief medical officer and UF College of Medicine senior associate dean for clinical affairs:

"We are fortunate to work in an institution where everyone – faculty, nurses, support staff and administration – is committed to the three important missions of an academic medical center: patient care, training the next generation and advancing knowledge. I think that makes us special and is something we should all take pride in."

**Marvin Dewar, M.D., J.D.**, UF Health Physicians chief executive officer and UF College of Medicine senior associate dean:

"I am fortunate to work with practice staff members who are proud of what they do and care deeply about their work and about those around them. As a team, we deliver health care to a large number of people, including people who cannot receive the health care services they need elsewhere."

**Joseph C. Fantone, M.D.**, UF College of Medicine senior associate dean for educational affairs:

"The health professionals and staff of UF Health and UF Health Shands Hospital play a critical role in the education and training of our medical and physician assistant students. This includes not only the acquisition of medical knowledge and skill development, but, perhaps most importantly, serving as compassionate and professional role models in the delivery of care to our patients. This takes on added importance as we prepare our future health care providers to function as members of collaborative care teams in providing the most effective patient-centered care."

"We are deeply honored to work with such highly skilled and respected physicians," said **Tim Goldfarb, UF Health Shands CEO.**

"This is our opportunity to thank our UF Health doctors and residents for their commitment to providing the highest standards of quality care with compassion and dedication. Please join us on Doctors' Day – and year-round – and thank them for their expertise and teamwork."

**Ed Jimenez**, UF Health Shands Hospital senior vice president and chief operating officer, emphasized our medical staff's "central role to our teams, patient improvement, business and growth and community resources."

He added, "Doctors' Day gives us the chance to reflect back on how we've put patients at the center of what we do. I value every one of our physicians; they allow us to be a premier academic institution." **N&N**

#### **N&N: What is most meaningful to you about your leadership role at UF Health?**

**Marian Limacher, M.D., FACC, FAHA, FACP**, UF College of Medicine division of cardiovascular medicine professor and senior associate dean for faculty affairs and professional development:

"I appreciate the opportunity to participate in the training of the next generation of excellent practitioners in a collaborative environment."

#### **Guzick:**

"We have been able to show, with concrete results, that when you place the quality of patient care as Job 1, not only do clinical outcomes and patient satisfaction improve, but so do research and education."

#### **Flynn:**

"I get to work with really bright and talented people who really care about improving the health of the people we serve."

#### **Good:**

"The many impressive accomplishments of our faculty, staff and students are most meaningful to me at UF Health. Our health care professionals have a powerful dedication to excellence in our three missions of patient care, research and education. This commitment to higher standards creates a more collaborative and innovative work environment that ultimately leads to the highest quality of care, helping to improve the lives of our patients."

#### **N&N: What are you looking forward to in the near future, now that we are truly integrated as UF Health?**

#### **Dewar:**

"In a way, we have been functioning as an integrated patient care team for a long time, even though we have not been formally integrated. Now that we are officially more of a single family, we can even take our teamwork to another level by building upon the foundation we have laid – managing each other up whenever

possible and making sure we treat each other with the respect all team members deserve."

#### **Limacher:**

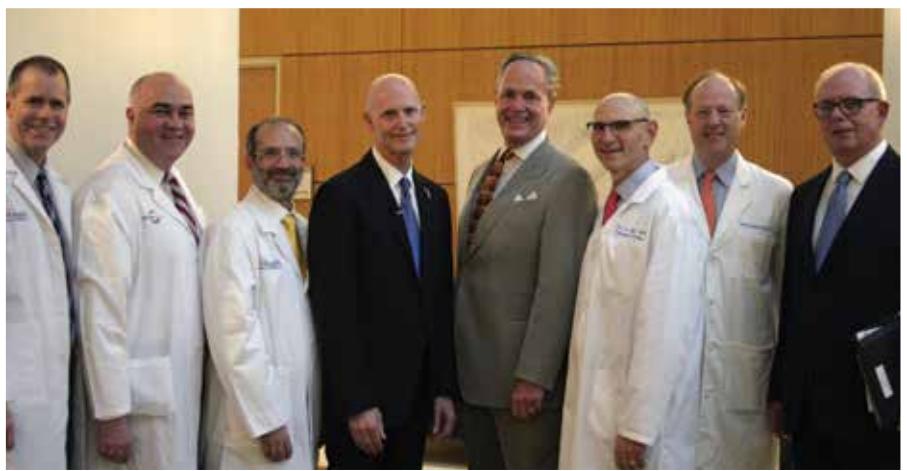
"I believe we will continue to grow together and become even more effective teams. We're increasing our trust in each other and appreciating the skills and talent each of us brings to the care of our patients."

"The best part of my day is to receive a glowing letter from a grateful patient or a member of his or her family. Yes, they appreciate the clinical care they received, but almost always the reason they write is to let me know about the little things that, for them, added up to exceptional hospitality and service. The physician who 'explained everything clearly and always asked if we understood'; the staff member who 'went out of her way to attend to our needs, even if they had nothing to do with the clinical situation at hand'; or the nurse who was 'always attentive and sensitive to my feelings.' Recently, at change-of-shift, a nurse was leaving an elevator on the main floor of the hospital, ready to head home. Two young women had stopped me in the lobby to ask directions to a particular nursing unit to visit their dad. I was trying to give them directions, but the departing nurse noticed that the family looked confused. She said, 'follow me,' turned around, got back on the elevator and we all followed her to the desired nursing station, where she introduced the family to the head nurse, who then escorted the family to their dad."

**David S. Guzick, M.D., Ph.D.**  
**UF senior vice president for health affairs**  
**and UF Health president**

## KUDOS

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Pictured above (L-R) were Robert Hromas, M.D., FACP, UF College of Medicine medicine chair; Wayne Jenkins, M.D., M.P.H., Orlando Health Physician Partners president and Orlando Health senior vice president; Paul Okunieff, M.D., UF College of Medicine radiation oncology chair and UF Health Cancer Center director; Gov. Rick Scott; Mark Roh, M.D., UF Health Cancer Center at Orlando Health president; Kevin Behrns M.D., UF College of Medicine surgery chair; David S. Guzick, M.D., Ph.D., UF senior vice president for health affairs and UF Health president; and UF President Bernie Machen, D.D.S., Ph.D.

### UF HEALTH | SERVICE

During a Jan. 28 announcement at Moffitt Cancer Center in Tampa, Florida Gov. Rick Scott unveiled an \$80 million plan to create new National Cancer Institute-designated cancer centers to serve Florida residents. The proposed legislation will support expansion of cancer research and patient care in the state, leading to improved cancer treatments and access to advanced cancer care for Florida's residents. UF Health and Orlando Health leaders joined Gov. Scott at the announcement.



### UF HEALTH SHANDS | PEOPLE

In January, UF Health honored the late Dr. Martin Luther King Jr. The ceremony featured spirited songs and a motivating keynote address from community leaders. Organized by the UF Health Shands Employee Relations Diversity Committee, the MLK Celebration continues to be one of the highlights of the diversity program. From left, committee members Princie Mikel, ARNP, UF Health Shands Hospital Central Staffing registered nurse; Shirley Williams, UF Health ENT and allergy at Hampton Oaks patient surgical and financial counselor; Patricia Hodges, UF Health Shands E.R. Admissions assistant manager; and Cheryl Douglas, UF Health Shands Hospital Employee Relations manager.

UF HEALTH SHANDS | QUALITY

## ORTHO SURGICAL UNIT TEAM WINS SECOND 5-STAR EXCELLENCE AWARD

UF Health Shands Cancer Hospital Orthopaedic Surgical Unit 6 West received its second 5-Star Excellence award for achieving outstanding patient satisfaction.

The 5-Star Excellence award, presented by Professional Research Consultants Inc., recognizes recipients who rank in the top 10 percent for patient satisfaction and perception of care quality based on feedback from patients.

**Elizabeth Hicks, M.S.N., RN-BC**, Unit 6 West nurse manager, said patient satisfaction is a priority for her team members, who take care of patients for a short but meaningful amount of time.

"The award reflects that we are patient-centered and patient-focused in everything we do," Hicks said. "Every moment counts when it comes to ensuring patients' satisfaction with their care."

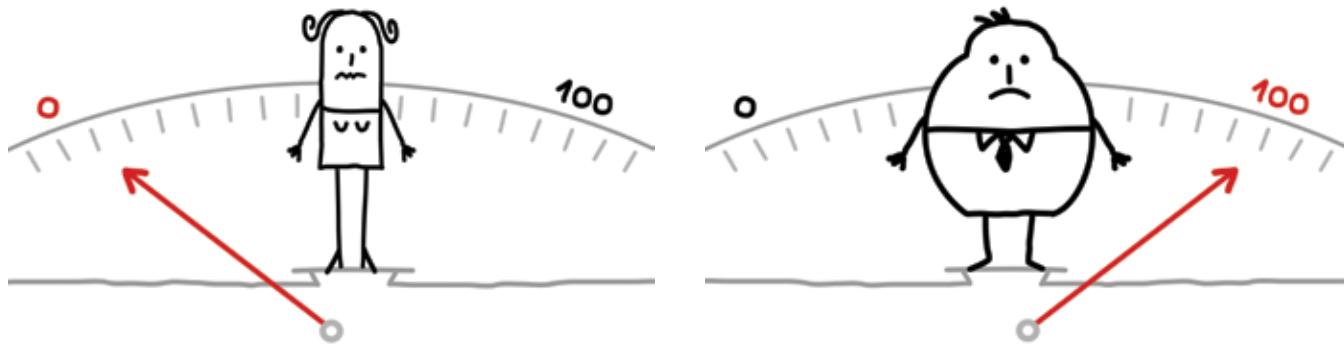
Hicks said the staff of 6 West show exemplary teamwork and attention to patient needs, which is the largest contributor to their patient satisfaction rankings.

**Hari K. Parvataneni, M.D.**, UF College of Medicine arthroplasty chief and physician director of Quality for Orthopaedic Surgery, said every team member provides high quality of care with warmth, compassion, professionalism and collegiality.

Parvataneni said, "Elizabeth Hicks and **Marsha Crane, B.S.N., RN-BC**, Orthopaedic Surgical Unit 6 West clinical leader, deserve credit for being extremely helpful, proactive, collaborative and very personally involved in all aspects of patient care."

## TO DO

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UF HEALTH | SERVICE

### RAISE AWARENESS ABOUT EATING DISORDERS

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Staff and supporters from the UF Health Eating Disorder Recovery Center will participate in a fundraiser walk hosted by the local chapter of the National Eating Disorder Association. The walk will begin at 10:30 a.m. on March 22 at the UF Stephen C. O'Connell Center. If you would like to participate with UF Health staff, email Denise Doose at [doosed@shands.ufl.edu](mailto:doosed@shands.ufl.edu). For more information about EDRC, visit [UFHealth.org/edrc](http://UFHealth.org/edrc).

UF HEALTH | SERVICE

### TIME FOR A GUT CHECK!

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March is Colorectal Cancer Awareness Month, which makes it a great time to talk to your doctor about scheduling your colonoscopy. Colonoscopy screenings are recommended for most people beginning at age 50, then every five to 10 years after that.

Colorectal cancer is the second leading cancer killer in the U.S., but it doesn't have to be. If everyone 50 or older had regular screening tests, at least 60 percent of deaths from this cancer could be avoided. So if you're over 50, schedule your screening now.

"Getting screened can be the difference between life and death for you or a loved one. Our FasTrak service makes scheduling this procedure as easy as clicking a computer mouse," said **Thomas J. George Jr., M.D.**, UF College of Medicine associate professor of medicine and the medical director of the gastrointestinal oncology program.

For quick and easy scheduling for colonoscopy, visit [Cancer.ufl.edu/Fastrak](http://Cancer.ufl.edu/Fastrak). Fill out the form and a FasTrak scheduling nurse will call you at your convenience to ask a few questions and help you make your colonoscopy appointment.

And remember, UF Health employees get the GatorAdvantage — expedited access at UF Health physician practices and outpatient facilities, and complimentary parking. Just remember to say, "I want the GatorAdvantage," when you call for an appointment and at checkout.



**UF HEALTH | QUALITY****UF HEALTH PUTS PATIENT SAFETY AND QUALITY IN THE SPOTLIGHT MARCH 2-8**

UF Health celebrates Patient Safety and Quality Week March 2-8. The goal of this national initiative is to nurture a partnership between patients, families and health care professionals to enhance patient safety and reduce the incidence of medical errors.

With our continued efforts to "Strive for Five" – referring to our goal of a five-star quality rating by the University Healthsystem Consortium – **Randy Harmatz, M.B.A.**, UF Health senior vice president and chief quality officer, encourages everyone to focus on our common goals to reduce harm, reduce variation in care delivery and enhance the patient experience.

"This annual celebration is a perfect opportunity to showcase all of the excellent work being done throughout the organization to improve processes that impact patient safety and quality," Harmatz said.

Staff recently were invited to participate in the annual Employee and Physician Patient Safety Culture survey. Results will help us evaluate perceptions about the culture of patient safety in the facilities where we work and plan strategies to improve throughout UF Health.

Visit <http://ahrq.gov> for more information about the survey and stay tuned to Shands News for more information about Patient Safety and Quality activities.

**UF HEALTH SHANDS | PEOPLE****HELP GIVE BABIES A HEALTHY START**

UF Health Shands has sponsored the March of Dimes March for Babies event for 16 years. In that time, our teams have raised more than \$970,000. Last year our employees raised about \$85,000 – more than \$10,000 over the year prior.

This year, the March for Babies walk will take place at 8 a.m. Saturday, March 22, at Westwood Middle School. Join us for plenty of food, fun and festivities as we continue the march for stronger, healthier babies.

For more information, email [marchforbabies@health.ufl.edu](mailto:marchforbabies@health.ufl.edu).

**Not up for the walk? You can still participate:**

- Stop by the UF Health Shands Hospital Atrium on Friday, March 14, to support our March of Dimes gift sale.
- Sign up and raise money online. Visit [marchforbabies.org](http://marchforbabies.org), click "join a team" and select our "University of Florida Health Gainesville" team to get started.
- Volunteer to help at our UF Health Shands Hospital Spirit Station during the walk.





Goals to improve your wellness? Help is on the way!

## Employee Wellness Month March 31 - April 25

Watch for further details in the weeks to come:  
[GatorCare.org/wellness](http://GatorCare.org/wellness)



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### UF HEALTH SHANDS | PEOPLE

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#### **EMPLOYEES – KNOW YOUR NUMBERS AND GET HEALTHY**

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The 2014 Employee Wellness Month spring wellness event runs March 31-April 25.

The key to sticking to health and wellness goals is finding adequate support and motivation. With this in mind, UF and UF Health have teamed up to serve our workforce.

We're hosting a wellness event designed to help employees know their health numbers and access the right resources to support them in our shared quest for improved health.

From March 31 through April 25, benefits-eligible employees can complete a free biometric assessment, meet with a health coach to discuss results and discover campus opportunities, resources and experts who can help them on their journey to wellness.

Watch for details on event dates, times, locations, registration and participation incentives in upcoming Shands News and employee email communications. You can also visit [GatorCare.org/wellness](http://GatorCare.org/wellness).



**THANK YOU**

UF HEALTH SHANDS EMPLOYEE NEWSLETTER

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# NEWSNOTES



## COVER ↗ HONORING OUR PHYSICIANS & HOUSE STAFF

**3** FEATURED: A GUEST COLUMN BY UF HEALTH SHANDS  
HOSPITAL CHIEF NURSING OFFICER IRENE ALEXAITIS

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**4** TAKE FIVE FOR THE EMPLOYEE ENGAGEMENT SURVEY!  
LET'S TALK ABOUT WORK CULTURE

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**10** IN CELEBRATION OF DOCTORS' DAY, SOME Q&A WITH  
FACULTY PHYSICIAN LEADERS

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