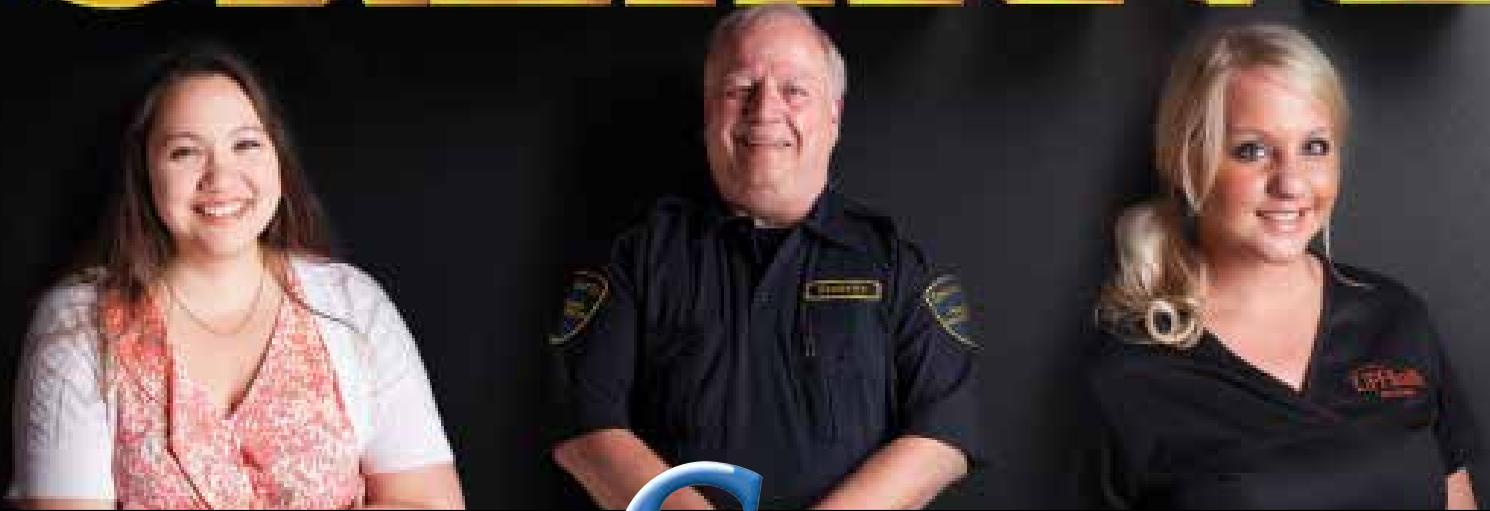


# CUSTOMER SERVICE HONOREES GET CREATIVE



UF HEALTH SHANDS EMPLOYEE NEWSLETTER

VOL. 9 NO. 10 | MAY 2014

# NEWS & NOTES

## COVER ↗ CELEBRATING CREATIVITY

- 4 NATIONAL HOSPITAL WEEK:  
INNOVATIONS THAT MAKE US GREAT

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- 10 NATIONAL NURSES WEEK:  
SENIOR NURSE PROFILES

---

- 16 CSK WINNERS SHARE THEIR STORIES

---

NEWS&NOTES

VOL. 9 NO. 10 | MAY 2014

NEW&NEXT ..... 3  
The latest system scoop

FACES ..... 9  
See who's making news

KUDOS ..... 16  
Recognition for standout employees and programs

TO DO ..... 27  
Ideas for your agenda

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To view NEWS&NOTES online, please visit the Employee tab on BESTnet, located on the ShandsConnect Portal.

Please put NEWS&NOTES back in the rack! Share it with co-workers or recycle it when done. Thank you.



FSC LOGO

UF HEALTH SHANDS | PEOPLE

Instant appreciation

**Becoming** a UF Health employee has quickly, and profoundly, changed my perspective on health care. Prior to joining the team in February, it was a subject I only confronted when necessary. Now that it's such a big part of my life, I have grown increasingly appreciative of those who have made it their mission to deliver high-quality medical care.

My first week was a whirlwind of meetings that sent me to all corners of UF Health. For my tour guides, it was just another day. For them, racing through the hallways and corridors was commonplace. Someday it may become normal for me as well, but it certainly wasn't initially.

For years I have driven by these hospitals and centers without giving much thought to what went on behind their walls. Now, these seemingly inanimate buildings have come to life for me. Passing through the ER, doctors and nurses whisked by — headed toward a patient in need. In the UF Health Shands Children's Hospital, a compassionate nurse walked down the hallway arm in arm with a young patient. Across the street at the Health Science Center, young students in lab coats hurried toward classrooms — the next generation of life-savers absorbing knowledge from some of the country's finest teachers.

Walking to the 1329 Building the other day, I passed a nurse headed toward her car following an overnight shift. We exchanged a friendly nod. I began to wonder. What happened during her shift? What unthinkable situations did she confront? How many patients did she comfort? Did she help save a life?

This month, we celebrate National Hospital Week and National Nurses Week, and recognize outstanding employees through our Customer Service is the Key awards. From nurses and physicians to cafeteria and physical plant workers, thousands of dedicated employees work tirelessly to help make us one of the nation's best hospitals and academic health centers.

Pat yourself on the back; you deserve it. However big or small, we all play a valuable role in educating, healing, inspiring and saving lives. We hope you enjoy the stories in this edition of News&Notes and will join us in congratulating the individuals we recognize on these pages. Additionally, we invite you to partake in some of the events and activities highlighted here.

I am honored and humbled to join UF Health, and look forward to showcasing the hard work you do in this publication.

Todd Taylor  
News&Notes Editor  
UF Health Communications

UF HEALTH SHANDS | PEOPLE

Celebrating YOU during National Hospital Week and National Nurses Week



Ed Jimenez, M.B.A

Timothy C. Flynn, M.D., F.A.C.S.

**We are proud** to work side-by-side with some of the brightest minds and most talented professionals in the health care industry here at UF Health. We are inspired by the attention and care you give to each person who walks through our doors. Because of you, people travel far and wide for the world-class care, service, research and education we provide. Please take a moment to celebrate our accomplishments. Each one of you helps us achieve our ultimate mission — to help improve the lives of others.

This month, we honor our skilled and caring nursing staff for National Nurses Week. Special thanks to **Irene Alexaitis, D.N.P., R.N., NEA-BC**, UF Health Shands Hospital Nursing and Patient Services chief nursing officer and vice president, and her nursing leadership team. They have established a vision and atmosphere that enables us to recruit, train, engage and retain the best nursing workforce in the state!

UF Health Shands' nursing staff is among the nation's elite — and has the recognition to prove it. The team recently earned its third consecutive Magnet designation from the American Nurses Credentialing Center, and has received numerous Beacon Awards for Excellence from the American Association of Critical-Care Nurses. More than 3,500 highly educated and credentialed nurses practice across our organization. They provide outstanding quality care, while also leading research and education efforts. Read more about them in this edition of News&Notes and look for fliers recognizing their achievements. We thank them for living their credo — "experienced care, expert caring."

We also celebrate National Hospital Week this month — a time when we recognize all of you. Whether you are a physician, nurse, environmental service provider, technician, volunteer, therapist, engineer, food service provider, administrative or business person — you hold a vital role in making UF Health one of the nation's finest academic health centers. We see your efforts, teamwork and commitment in action every day.

No celebration is complete without a small token of appreciation, and we know that most of you enjoy food and sweets. Throughout the week of May 11, there will be events to reward our dedicated staff, including cookie deliveries, ice cream socials and discounted lunches. See all of the details on Page 28.

Your efforts make our facilities a destination for world-class medical care and your compassion and attention earn the trust of our patients. Your daily tasks, whether big or small, contribute to the elite health care, leading-edge research and top-of-the-line service provided by everyone at UF Health.

On behalf of our leadership team, thank you for everything you do.

Ed Jimenez, M.B.A  
Senior Vice President and  
Chief Operating Officer,  
UF Health Shands Hospital

Timothy C. Flynn, M.D., F.A.C.S.  
Senior Associate Dean for Clinical Affairs,  
UF College of Medicine; and Chief Medical  
Officer, UF Health Shands Hospital

Turn to Page 28 for a list of National Hospital Week Events happening in your area.

# National Hospital Week

UF HEALTH SHANDS | QUALITY

## Innovations and collaborations make UF Health Shands hospitals thrive

Achievements celebrated during National Hospital Week, May 11-17

It's no secret that UF Health is one of the nation's finest academic health centers.

But our organization doesn't rest on its laurels, which is evident in the work done every day throughout our network of hospitals.

May is National Hospital Week, and to celebrate we're highlighting some innovative ideas we've put into action over the past year.

### INFORMATION TECHNOLOGY

UF Health Information Technology earned kudos from two national organizations for leading efforts to integrate research, technology and patient care.

The department was recognized as one of InformationWeek's 2013 top business innovators for developing a program that alerts physicians about patients whose genetics make them poor candidates for certain drugs.

"This is a perfect example of a team quickly taking a great research project through clinical research, applying it to clinical medicine — from bench to bedside — and using it to directly improve patient care," said Kari Cassel, UF Health IT senior vice president and chief information officer.

In addition, UF Health ranked No. 22 on a list of the 500 most innovative

companies, and UF Health Shands Hospital was named to Hospital & Health Networks' list of Health Care's Most Wired Hospitals for 2013.

### PATIENT SAFETY AND SATISFACTION

This past year, the UF Health Sebastian Ferrero Office of Clinical Quality and Patient Safety, in partnership with UF Health Shands Hospital Management Engineering Consulting Services, developed an interdisciplinary team for improvements in patient safety and satisfaction. The team included a patient adviser for a discussion about a highly stressful procedure, and all

involved agreed that the patient's input provided a more complete perspective and the information needed to help improve the patient experience in their respective areas.

"It's incredibly important to include a patient voice," said Chris Cassisi, UF Health Clinical Quality and Patient Safety Patient Experience director. "Organizationally we want to do this with essentially every improvement effort moving forward."

### MEALS FOR LATE-SHIFT STAFF

Bill Thran, senior director of Morrison Healthcare Food Services,

partners with UF Health Shands in the delivery of Food and Nutrition Services products to our patients and customers. He and his staff noticed that UF Health Shands Hospital staff members working late hours faced very limited dining options. In response, they developed the Midnight Gator Food Service Cart, a "night cart" of food and beverages offered by a staff person who roams areas where night-shift teams work.

"The response has been extraordinarily positive," Thran said. "Many of our evening and night-shift co-workers have expressed their gratitude for



The Midnight Gator Food Service Cart came about thanks to staff feedback and a positive response by Morrison Healthcare Food Services and our Food and Nutrition Services team at UF Health Shands Hospital. Night-shift employees now have access to sandwiches, snacks and drinks.

offering an option to them that previously did not exist."

These are just a few examples of innovative, collaborative success stories happening here at UF Health. Please turn to Page 28 to learn about events during National Hospital Week, May 11-17, to celebrate our teamwork and success. Leaders will staff the events to thank you for all the work you do. **N&N**

## UF Health expands scope of patient satisfaction surveys

**Keeping patients** satisfied is a difficult but essential task that is a top priority for UF Health.

“According to patient input, we’re doing OK, but we clearly have opportunity for improvement,” said **Chris Cassisi**, UF Health Clinical Quality and Patient Safety Patient Experience director.

To better pinpoint where services can be enhanced, Cassisi’s team began working with a new vendor, Avatar Solutions, in January to conduct inpatient satisfaction and HCAHPS hospital surveys.

Using a new methodology — surveying via mail instead of by phone — the Avatar questionnaire is more specific to different aspects of the patient experience. Previously, patients weren’t questioned about their experience in its entirety, which restricted survey analysis for patients whose visits required care in more than one area of the hospital.

“Patients think of things as a whole,” Cassisi said. “Before, we could infer that the survey results applied across the board, but now we can break down their feedback as it relates to their experiences across each stage of their care.”

Managers are being trained to use Avatar’s online tools to review real-time results and use them to implement new tactics and strategies.

“At the end of the day, patient satisfaction feedback and how we use it drives the patient’s quality of care,” Cassisi said. “Perception of better care is proving to be closely related to better clinical outcomes.” **N&N**



### What is HCAHPS?

HCAHPS (pronounced “H-caps”) stands for the Hospital Consumer Assessment of Healthcare Providers and Systems. The HCAHPS survey is the first national, standardized and publicly reported survey tool to measure patients’ perspectives of hospital care. HCAHPS provides common metrics and standards for collecting and reporting information. For more information, visit [www.hcahpsonline.org](http://www.hcahpsonline.org).

## I Comply! Celebrating Corporate Compliance and Ethics Week

**Join us** as we celebrate National Corporate Compliance and Ethics Week at UF Health during the first week of May! In recognition of this event, test your knowledge of these compliance-related topics.

### True or False?

- 1.) It is permitted for a drug representative to bring food or candy when providing an in-service for the entire department.
- 2.) UF Health Shands has a non-retaliation policy that does not allow adverse actions to be taken against an employee for reporting wrongdoing in good faith.
- 3.) The UF Health Shands Compliance Hotline allows anyone to report a concern confidentially and anonymously.
- 4.) UF Health Shands employees may engage in outside business activities while “on-the-clock” at UF Health as long as the activities do not involve patients.
- 5.) Social media postings about patients are never allowed, even if your profile is set to private. **N&N**

Questions about Compliance and Ethics? Call 352-627-9050.

Answers: 1) F; 2) T; 3) T; 4) F; 5) T

## UF HEALTH SCIENCE CENTER | SERVICE

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



For the second year in a row, the UF College of Medicine has risen three spots in U.S. News & World Report's latest rankings of the

nation's top research medical schools. UF is ranked No. 42, up from No. 45 in 2013, according to the publication's annual "Best Graduate Schools" rankings released in March. Among public medical schools, UF now ranks No. 17 nationally and is the highest-ranked medical school in the state of Florida. "Our goal is to provide the best medical education possible to our students, who are poised to become the next generation of physicians and scientists. We take this responsibility very seriously, and accomplishments such as this reflect the dedication of our faculty and staff toward all of our missions," said **Michael L. Good, M.D.**, UF College of Medicine dean.



UF veterinarians have reported a recent spike in cases of leptospirosis in dogs treated at UF's Small Animal Hospital. This emerging bacterial

disease affects multiple animal species as well as humans. "In a typical year, we see almost no cases of leptospirosis in dogs at UF," said **Carsten Bandt, D.V.M.**, UF College of Veterinary Medicine assistant professor of emergency medicine and critical care. Leptospirosis is a zoonotic disease, meaning it can be transmitted to humans by animals. Because of this, families with infected pets should be careful handling the urine of these animals, Bandt added. Anyone seeking more information should contact his or her veterinarian or the emergency and critical care service at the UF Small Animal Hospital at 352-392-2235.



For parents, thinking about their child's disease rarely stops at the clinic. They carry their concerns home with them. In fact, most parents of

children with Type 1 diabetes use Internet forums to gain knowledge of their child's disease and to find social support among other parents, UF researchers have found. They examined how parents used these forums in a study, which was published in the journal *Pediatric Diabetes*. UF researcher **Amanda Balkhi** surveyed 102 parents for the study. Of the 102 parents, 38 percent reported social support as the biggest benefit of the forums. Thirty-one percent cited the knowledge they gained there as the primary reason they used the forums and 22 percent of parents cited a mix of support and knowledge as draws to the forum. The study's findings can better establish how much these forums affect parents' care of their children.

## UF HEALTH | SERVICE

## OPTIME ROLLING OUT IN SURGICAL SERVICES MAY 30

Every time we improve our Epic electronic medical record systems, we are taking a step to improve patient service.

Training is underway and will continue through May in Gainesville and Jacksonville to install the latest Epic module — the integrated Operating Room and Anesthesia module known as OpTime.

On Friday, May 30, OpTime will "go live" across surgical services departments and in some procedural areas. Staff members in all ORs, outpatient surgeries, anesthesia and post-anesthesia areas — as well as other areas impacted — are receiving more detailed information.

Meanwhile, here's what we all need to know and share:

For faculty and staff, these Epic EMR system enhancements will help us improve productivity, scheduling and documentation.

For our patients, it's important they understand that the new tool will help us access patient medical information even more securely, accurately and efficiently.

Faculty and staff will do their best so that the OpTime roll-out does not create significant delays in patient care. Surgical patients and visitors may see additional staff assisting with the rollout. Thank you for helping share

that these Epic enhancements support the highest-quality care — and the most secure and efficient service for our patients.

OpTime tools include surgery scheduling, preference card management, anesthesia record keeping, pre-op assessments, procedure recording and post-anesthesia documentation. OpTime provides dedicated support for documentation of pre-op evaluations, pre-admission testing, intraoperative care, recovery care and post-procedure care.

## UF HEALTH SHANDS | PEOPLE

## Celebrating an award-winning year for nursing

### Kudos to our 3,500-plus nursing staff



The outstanding work of our 3,500-plus nursing staff at UF Health drives quality patient care and satisfaction. We celebrate our nurses during National Nurses Week, May 6-12, and showcase some of their successes.

Last year, our nursing staff earned its third consecutive Magnet designation. This is one of the health care industry's highest honors acknowledging outstanding nursing excellence and quality care. Last summer, the UF Health Shands Hospital Neuro ICU Unit 82 team earned the silver-level Beacon Award for Excellence. Then, in January, the Trauma Unit 5 West team was named a gold-level Beacon Award winner and the Post-Anesthesia Care Unit received a bronze-level Beacon Award. Last month, the Medical Intensive Care Unit was named a silver-level Beacon Award winner.

"Experienced care" is crucial to nursing success, but "expert caring" is what makes UF Health a top-tier organization for nursing care. Last year, 136 registered UF Health Shands

nurses earned specialty board certifications and 100 earned a nursing degree.

This month we will recognize nurses for outstanding performance with gift cards, complimentary massages and other gifts. A special awards ceremony and reception celebrating unit and individual accomplishments will be held at 3:30 p.m. on Tuesday, May 6, at the UF Health Professions, Nursing and Pharmacy Auditorium. Other events include a community project, in which nursing staff will collect food to fill weekend backpacks for area school children.

"It is an honor to work with such dedicated, caring, expert nurses and support staff," said **Irene Alexaitis, D.N.P., R.N., NEA-BC**, UF Health Shands Hospital Nursing and Patient Services chief nursing officer and vice president.

"Our nursing teams are here 24/7 assuring our patients receive quality care in a supportive, healing environment. I want to personally recognize each of them this month." **N&N**

*This month we will recognize nurses for outstanding performance with gift cards, complimentary massages and other gifts.*

# Time well spent: senior nurses reflect on their careers

Celebrating National Nurses Week, May 6-12

# 3,500+

NUMBER OF NURSING STAFF MEMBERS

INCLUDING 2,739 REGISTERED NURSES – MAKING NURSING OUR LARGEST DEPARTMENT

# 624

OF OUR NURSES HAVE WORKED WITH UF HEALTH SHANDS FOR 15 YEARS OR MORE!

SINCE 2003, UF HEALTH SHANDS NURSING HAS EARNED MAGNET DESIGNATION THREE CONSECUTIVE TIMES.



AVERAGE YEARS OF EXPERIENCE OF SHANDS NURSES.

THAT'S ONE MORE YEAR THAN THE PRESIDENT OF THE UNITED STATES CAN HOLD OFFICE.

# 9



At **UF Health**, we work alongside one of the most talented nursing departments in the nation. We spoke to three UF Health Shands senior nurses. A nurse unlocks “senior” status when he or she has been employed with UF Health Shands for at least 15 years. To date, we have 624 senior nurses at our Gainesville facilities. The individuals featured below have an average of 43 years of service between them and endless stories of “experienced care, expert caring.”

### News&Notes: What brought you to UF Health Shands?

**Veronica Carr:** My husband’s work brought me to Gainesville. I found UF Health Shands Hospital experienced similar issues I faced in the Chicago facility I came from. I enjoyed the challenge to make it better and be part of the solution.

**Rhea Broyles:** I graduated from Santa Fe College in 1971 then worked at Shands AGH. I had plans to stay for a couple of years, live at home in order to save some money and then move on to the big city! Guess what? I stayed at Shands AGH until they closed in 2009 and transferred to UF Health Shands Hospital.

**Voncea Brusha:** While in nursing school the majority of my clinical training was completed here. At the completion of my OB/GYN rotation, the nursing supervisor approached and asked if I would consider coming to work at UF Health Shands. I was stunned as my plan was to return home to Ocala and get a position at the local community hospital. However, it didn’t take much convincing for me to say yes! It’s ironic that my last rotation was OB/GYN and I am back where I started. I have a love for this patient population; I’ve never regretted my initial decision.

### N&N: What has kept you here?

**VC:** Nursing is a wonderful career and UF Health Shands has allowed me to work in a variety of areas, including education, management and information systems. I was able to impact patient care through management and staff education as well as optimizing computerized charting, making documentation easier and more complete.

**RB:** Working at Shands AGH was like having an extended family. The teamwork and collaboration was awesome. It made you want to come to work every day. I had opportunities to grow professionally and clinically, completing both my B.S.N. and M.S.N. while working.

**VB:** UF Health Shands is a dynamic workplace. We are in constant pursuit of excellence. I take great pride in working for an organization where patients are the focus and get immense satisfaction knowing I’ve helped someone who truly needs and appreciates it. I am privileged to contribute to the health and wellness of my patients in a stimulating work environment. The OB/GYN patient population is a challenging population that allows me to maximize my expertise and leadership skills. I am never bored here; the bar continues to be raised higher.

### Veronica Carr, M.S.N., R.N.

Information Systems coordinator  
Nursing Administration  
Length of service: 40.5 years

### Rhea Broyles, M.S.N., R.N.

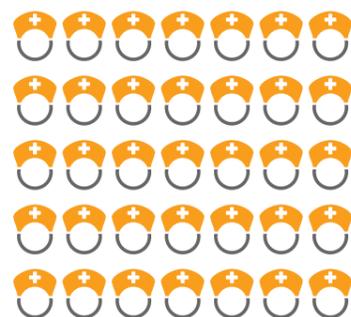
Quality improvement senior specialist  
UF Health Sebastian Ferrero Office  
of Clinical Quality and Patient Safety  
Length of service: 42.5 years

### Voncea Brusha, A.S.N., R.N.

Mother/Baby and OB/GYN Units  
UF Health Shands Hospital  
Length of service: 45.5 years

# 11

NUMBER OF NURSING RESEARCH STUDIES IN PROGRESS OR COMPLETED AT UF HEALTH SHANDS



35 NURSES present at conferences nationwide.

# 136

NURSES WERE NEWLY CERTIFIED IN 2013.



This is in addition to the **513 ALREADY CERTIFIED.** That's a newly certified nurse every three days!

**N&N: What has changed in the nursing profession during your time here?**

**VC:** Nursing continues to become stronger in evidence-based practice, expecting improved outcomes while providing the same caring behaviors I learned when I went into nursing. I enjoy the staff's caring stories and the clinical expertise required to manage a patient's complex care.

**VB:** When I first started, nurses were expected to provide patient care and weren't really involved in the hospital's operational or governance issues. Now, nurses are expected to provide excellent patient care and be knowledgeable about financial and operational issues. We have shared governance where staff nurses are involved in decision-making situations that impact patient outcomes. We are accountable for meeting regulatory and professional standards of care.

**RB:** How we provide patient care — unit dose medications, bar coding identification and electronic medical records and other technologies, along with the use of evidence-based practice — continues to change. But the reasons we go into nursing — the whys — have stayed the same: patients, people, families, visitors and caring, compassionate co-workers.

**N&N: What is your fondest memory?**

**VC:** I remember how caring everyone was when I arrived. Since I came from a 2,400-bed hospital in a big city, this was a different environment. It felt like a community, like home.

One memorable event was when we discovered two new nurses from out-of-state needed financial support after they relocated here. They were committed to working at UF Health Shands, but could not immediately afford an apartment. The outpouring for these nurses was tremendous. Nurses provided food and a place for them to stay and the hospital provided a stipend to aid them until their first paychecks arrived. Those nurses worked here many years and developed strong bonds to both the organization and the patients for whom they cared.

**VB:** One that readily comes to mind is about multiple generations. I was walking in the hall and a lady called my name, "Voncea!" she asked, "Are you still here? Do you remember me?" She explained I was her nurse when she delivered her first baby girl. I was the nurse when her first baby girl delivered her first baby. And now that baby had just delivered her first baby! Wow, I thought, three generations! Patients and families remember us because they know we care.

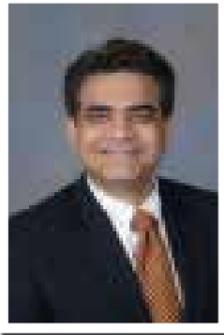
**RB:** I value the friendships made that have endured through the years as well as the patients. One patient I cared for was a gentleman who faced emergency surgery for a fractured wrist. He was starving before surgery, and I promised him a turkey sandwich after his procedure. About 25 years later, he was admitted for a lung biopsy and asked if I was still working at Shands AGH. When I visited him, he thanked me for that turkey sandwich! This brought tears to my eyes. He was facing a grim diagnosis and all he wanted to do was thank me for something that happened 25 years before. These types of memories make my career worthwhile. **N&N**



**UF HEALTH SHANDS REHAB HOSPITAL & UF HEALTH SHANDS PSYCHIATRIC HOSPITAL | PEOPLE**

Certified nursing staff members from UF Health Shands Rehab Hospital and UF Health Shands Psychiatric Hospital were recently honored during a special breakfast celebration. The specialty hospitals have approximately 38 staff members who are certified to provide specialty care specifically for rehabilitation patients at UF Health Shands Rehab Hospital and psychiatric patients at UF Health Shands Psychiatric Hospital. To become certified, nurses must have experience in specialty care and commit to obtaining continuing education.

UF HEALTH SHANDS CHILDREN'S HOSPITAL | SERVICE



Jai Udassi, M.D.

## Focused, continual care at heart of new unit

Jai Udassi, M.D., and Cimaron Neel, P.A., are part of the UF Health Congenital Heart Center team. They are eager to bring all of their patients into one unit with staff dedicated to treating congenital heart conditions.

On March 18, the UF Health Shands Children's Hospital opened the Pediatric Cardiac ICU on the 10th floor as the exclusive location for these patients, while noncardiac patients are served in the newly renovated Pediatric ICU. Both units reside on the 10th floor of the north campus hospital.

"Everyone — from physicians, nurses, residents, fellows, therapists — has specialized training in pediatric cardiac care and pediatric cardiac critical care," said Udassi, who is dual-trained in pediatric cardiology and pediatric critical care. "We're all part of the same center, all caring for the same patients. We know the patients; we've seen them from the beginning."

Udassi and Neel agree that singular focus and continuity of care are critical to the Congenital Heart Center's excellent outcomes, which are consistently better than national averages for congenital heart programs participating in the

Society of Thoracic Surgeons database.

"We have a whole-person approach to care, with the heart at the center of it," said Neel, who serves as a physician assistant with the CHC.

Neel and Udassi said the exclusive unit allows the CHC team to be even more consistent in its care; enhance communications among care team members and patients and families; provide a single platform to strengthen patient-care protocols; and increase the number of care providers.

Neel looks forward to more growth and changes that the new unit brings.

"One of the things that attracted me to this field was the role I play as a constant for patients and families," Neel said. "I like the continuity we provide."

Udassi appreciates helping make patients well again.

"Children come to us in a bad situation, their hearts are giving out," Udassi said. "We take care of them and they walk out of the unit smiling. If we give them one more minute of smiling, for them and their parents, it's worth something. That moment is big." **N&N**



Cimaron Neel, P.A.; pediatric congenital heart patient Chloe Novak; and Mark Bleiweis, M.D., UF College of Medicine professor of surgery and pediatrics and UF Health Congenital Heart Center director.

UF HEALTH PHYSICIANS | PEOPLE

## MEDICAL ASSISTANT SHARES HER INSPIRATION

In February, **Irma Gaskin** celebrated her seventh anniversary with UF Health. She began working as a certified medical assistant in the UF Health Physicians Surgical Associates outpatient practice and was recently selected to join UF Health Surgical Specialists at Springhill.



Irma Gaskin

### How do you work with physicians and team members to provide the best patient experience?

I think the most important part is keeping the lines of communication open among the doctors and team members. Proper communication is key and it is ultimately what benefits our patients the most.

### How does everyone collaborate in your clinic?

There is a continuous attitude of mutual respect and a level of trust among team members. There is a mindset that everyone involved in patient care is part of the team and that we are all here for the benefit of the patient.

### What motivates you on the job?

I feel compassion for sick patients and want to see them get well. I love my patients. I enjoy being a part of something that provides such great outcomes. I also enjoy being able to see all the parts come together to create a rewarding experience for the patient.

### What makes UF Health a great place to work?

I love that UF Health is constantly striving for excellence in giving the best care possible for its patients. We continuously hire the best doctors for the services we provide — doctors who I know really enjoy what they do.

UF HEALTH SHANDS | PEOPLE

## WELLNESS PRESENTS: BEYOND NUTRITION

*"Presenter was energetic and very knowledgeable."*

*"Kathryn presents the information in a fun and creative way."*

*"She is an incredible educator!"*

*"We needed more time, she is awesome, I learned so much."*

*"I wish I could take her home with me!"*

The praise from attendees taking the course Beyond Nutrition — a free offering from UF Health Shands Human Resources Development led by instructor **Kathryn Parker, R.D., L.D./N.** — continues to pour in.

As program manager and educator for the UF Health Shands Diabetes Center, Parker has been leading this course for the "Wellness Presents" program for the past year. Attendees have consistently provided positive feedback following the 90-minute nutrition course.

When asked how she generates these accolades, Parker said she worries about three things: how we eat, what we eat and what happens when we get it wrong. She's passionate and committed to educating people how nutrition impacts their lives.

Sign up and learn how to live a healthier life with this A-rated presenter!

### Join Parker for an upcoming Wellness Presents: Beyond Nutrition.

**Wednesday, May 21**  
1:30-3 p.m.  
UF Health Shands Hospital (north campus)  
Conference Room 2147

**Tuesday, June 3**  
9-10:30 a.m.  
1329 Building Conference Room 1253

**Tuesday, June 10**  
1-2:30 p.m.  
UF Health Shands Cancer Hospital (south campus)  
Auxiliary Conference Center (first floor)

**Friday, June 27**  
9:30-11 a.m.  
UF Health Shands Psychiatric Hospital  
Room 1301

Log in to HealthStream on the ShandsConnect Portal for course listing and registration information.

# CUSTOMER SERVICE HONOREES GET CREATIVE

Dear UF Health employees,

Every day at UF Health, you are impacting someone's life through excellent customer service. Whether it's with a co-worker, patient, visitor or volunteer, your creative approaches to problem-solving, compassionate care and everyday kindness are what make UF Health one of the best places to work and one of the top health care systems for quality patient care.

As Customer Service is the Key winners, these seven employees consistently display behaviors that showcase their talents and compassion. Those qualities, when aligned with innovative thinking and a willingness to exceed customer needs, make the experience here at UF Health a memorable one.

We are proud to honor these employees in celebration of National Hospital Week, and we thank you for continuing to nominate your colleagues for Customer Service is the Key.

Read on to learn how these innovative thinkers approach customer service. We hope their stories spark a bit of innovation in each of you.

Thank you,  
Janet Christie  
Senior Vice President, Human Resources  
UF Health Shands



Copeland's responsibilities include educating others about LifeQuest and organ donation. The day before one of her presentations, a donor's mother who was scheduled to speak with her was experiencing car troubles. To complicate matters, the speaker lived far from the presentation site. Copeland had a solution: She offered to pick up the donor mom the night before the presentation and let her stay in her home (even providing a home-cooked meal), so they could travel together in the morning.

**Give a recent example of excellent customer service you received. What made it memorable?**

I was having difficulty with my vision and kept blaming my contacts. After many visits with several eye doctors in the area I decided to get serious and made an appointment with the UF Health Eye Center. It wasn't easy or fun because it was really hard to find the contacts that would work for my condition. When I wanted to give up, they kept trying different options. Once, I was so frustrated that I was near tears and just walked in with no appointment. I was met at the door, assisted and treated wonderfully. I will never forget the entire team for not giving up!

**What does UF Health mean to you?**

UF Health is a network of professionals who work together as a team to deliver the best and most innovative care in the country. (Being part of The Gator Nation doesn't hurt, either!)

**What is the nicest thing you've ever done for a co-worker?**

We had hired a new organ procurement coordinator from North Carolina who didn't have housing lined up because she was unfamiliar with the area. I opened my home to her for a few weeks until she found a place to stay.

**How do you think others can be creative and innovative when providing customer service?**

Look outside your four walls. I am always looking for ideas and checking out what other like-minded organizations are doing. I am on several national committees and sometimes learn about an event or idea that others have implemented that we could implement here. Bottom line: Customer service is about taking care of what matters most to that person.



Starting a new job is always nerve-wracking. Starting a new job at UF Health a few months before a massive brand launch spearheaded by your new department is downright intimidating. Seldom flustered, Watson wasted no time mapping out logistics and distribution for several critical initiatives — including National Hospital Week, the UF Health brand launch and the delivery of public relations items throughout the entire system.

**Give a recent example of excellent customer service you received. What made it memorable?**

I have consistently received excellent customer service from UF Health Facilities staff. Whether I need a banner hung or something fixed, their staff has always been professional, respectful and prompt. Whether it's a zone mechanic, superintendent, director or assistant — each UF Health Facilities staff member I've encountered delivers a high level of service.

**Finish this sentence: The most creative thing I've done this week is ...**

Planned my 3-year-old's Lightning McQueen birthday party and our surprise trip to SeaWorld.

**What does UF Health mean to you?**

I feel it really does represent unity because there are so many people from the Health Science Center and the hospitals working together to make the "magic" happen. I started with the hospital system as it was transitioning into UF Health. It was very exciting watching everything come together and to be a part of the production.

**What is the nicest thing you've ever done for a co-worker?**

I park in our building's gated garage and sometimes give people a ride to their car down at the blue garage/commuter lot. And I give out chocolate!

**BILL JESSUP, R. T. (R)**  
**UF HEALTH SHANDS HOSPITAL DIAGNOSTIC**  
**RADIOLOGY SUPERVISOR**  
*Customer service superhero*



When the opportunity knocked for Jessup to don his Spider-Man costume and make a young patient's day, he answered immediately. The young patient loved superheroes and, like Jessup, favored Spider-Man. "Spider-Man" sat next to this patient, helped the patient eat and open presents and spent hours by the patient's side — using his own personal time to do so.

**Give a recent example of excellent customer service you received. What made it memorable?**

My wife — **Sarah Jessup**, UF Health Shands Hospital radiology administrative assistant — and I get breakfast in the UF Health Shands Hospital Cafeteria every morning. The staff is always friendly and helpful. They remember us, and every Friday when my wife is off they ask me how she is doing. Little things like that mean a lot to me.

**What does UF Health mean to you?**

It means being part of a team. I have worked for UF Health Shands for more than 10 years. During that time my co-workers have become far more than just co-workers to me. We work together on a daily basis to provide the best care we can, and everyone has a role to play in that mission.

**What is the nicest thing you've ever done for a co-worker?**

I helped a co-worker pay for schooling when she couldn't afford tuition.

**How do you think others can be creative and innovative when providing customer service?**

Always remember that our patients are someone's mother, father, son, daughter, sister or brother. They are someone's family and we should always try to treat them the way we would want our family treated.

**BETTY WOODARD,**  
**UF HEALTH SHANDS HOSPITAL AUXILIARY BOARD MEMBER**  
**AND ATRIUM INFORMATION DESK CHAIRWOMAN**  
*Small gestures, big impact*



Woodard is often the first person visitors to UF Health Shands Hospital see. Regularly complimented on her upbeat attitude, she found that small things sometimes have the greatest impact. A mother recently nominated Woodard for a CSK award after she gave a small heart bracelet to a young girl. Now, both the young girl and Woodard wear their heart on their sleeve.

**Give a recent example of excellent customer service you received. What made it memorable?**

A fellow UF Health Shands Hospital Auxiliary volunteer praised me for tasks I had accomplished in the past and forgotten about. She really made a lot over things that I would like to do every day if the need was there.

**What does UF Health mean to you?**

This is a large medical environment that serves many people from all areas of the South and people of all ages with their illnesses. People travel many miles to obtain treatment here.

**What is the nicest thing you've ever done for a co-worker?**

I help everyone whenever they need it and try to make their day easier and less stressful. If someone is feeling bad I try to make them feel better by being someone they can lean on for support.

**How do you think others can be creative and innovative when providing customer service?**

I think everyone should put themselves in the other person's shoes. Give them the care they themselves would like to receive. Respect people and treat them the way you want to be treated. Respect earns respect. Help each person the best way you can and help relieve their stress. Show them that you really care.



The educational environment at UF Health is part of what makes it special. That goes for educating patients about their health, too. One of Townsend's patients was so impressed with her explanations — the research behind particular drugs, issues that could arise from the condition, and other aspects of the illness — that the patient submitted a letter of appreciation. The patient thanked Townsend for exhibiting the "utmost competence and compassion" and treating the patient like "an intelligent human, not an ignorant patient."

**Give a recent example of excellent customer service you received. What made it memorable?**

Recently when I was entering data into an online database, the program crashed and I wasn't able to finish the job. I was so frustrated with the computer and the delay this was going to cause me. Someone from the company called me — unsolicited — and walked me through the process of getting the computer back up and running. I was so relieved that someone called me and took the extra time to help me.

**Finish this sentence: The most creative thing I've done this week is ...**

Juggling the needs and schedules of my kids, husband and visiting family from California, while continuing to provide care to my patients.

**What does UF Health mean to you?**

UF Health means a collaboration of health care providers and professionals working together to serve the diverse needs of our community.

**What's the nicest thing you've ever done for a co-worker?**

I married him! My husband and I met as lifeguards at the YMCA. Seriously, one of the nicest things I've done is tutor the young son of a colleague in English when they first moved here from China.



On a busy Monday at the emergency center, Abram noticed that an arriving patient was having an anaphylactic reaction. He brought the patient directly to a bed, where the patient was stabilized and effectively treated. His quick reactions potentially saved a life.

**Give a recent example of excellent customer service you received. What made it memorable?**

My wife and I visited Home Depot to learn about the newest materials available for kitchen countertops. We knew very little, but the clerk was respectfully patient and explained all the available products and choices. He showed my wife how to access their online program to measure our counters and order equipment and installation.

**Finish this sentence: The most creative thing I've done this week is ...**

Taking care of my 20-month-old grandson. He is a challenge, but I love every minute with him and he makes my whole day creative! When I am working, my idea of creativity is to be a team worker and pitch in whenever I am able.

**What does UF Health mean to you?**

UF Health is a medical institution that wants to be on the cutting edge of medical care and treatment of anything our patients present. I believe one of UF Health's best ideas was opening the UF Health Shands Emergency Center at Springhill. Customers are very happy to have us there!

**How do you think others can be creative and innovative when providing customer service?**

I think others can be creative and innovative by really listening to customers; to just care more, instead of trying to push them away. When they come to us, they are going through something very stressful. We should be patient with them — even when they are not being patient with us!

**SHANNON BROWN, L.P.N.**  
**UF HEALTH PHYSICIANS NURSE IN UROLOGY**  
**UF HEALTH MEDICAL PLAZA**  
**Patient patience**

When dealing with a challenging patient, every task can seem more difficult. One patient's sibling expressed "sincere appreciation" to Brown for her kindness and patience in what could have been a stressful interaction. She carried on with her work — while interacting with this developmentally disabled and virtually non-verbal patient — in a warm, engaging fashion. Brown was called a "breath of fresh air" for both the patient and sibling.

**Give a recent example of a memorable moment at work.**

One patient's situation stands out. He had a disability and came in with his mother. I brought them back to a room and began asking my usual questions. He did his best to answer me, which I could tell wasn't an easy task. The mother (with an astonished look) told me he had never spoken to anyone he did not closely know. I told them both how honored I was that he felt comfortable around me.

As I left, the mother thanked me and said she was thrilled her son had opened up to someone. The patient reached for my hand and thanked me. It's amazing what a simple act of kindness can do.

**Finish this sentence: The most creative thing I've done this week is...**

Finding the best product and service available for the patient and improving their care. It can be difficult to arrange the delivery of supplies for patients in urgent need. Since I've been with UF Health I have found a supplier who goes above and beyond for the patients' needs.

**What does UF Health mean to you?**

UF Health is where I've made more people happy than I thought I was capable of. It is where I first saved a life as a nurse. UF Health strives to improve the quality of life for people, and I am proud to be a part of it.

**How do you think others can be creative and innovative when providing customer service?**

I believe that anyone who truly cares about their patient's health and livelihood will find any way, creative or not, to best treat a patient's needs. Creativity is found in determination. **N&N**



UF HEALTH SHANDS HOSPITAL | PEOPLE

## A "high five" for your participation

We would like to thank the thousands of employees who completed UF Health Shands' 2014 Employee Engagement survey this spring. This was our fifth consecutive year surveying staff and results indicate that employee engagement is on the rise.

By completing the survey you've made your voice heard — and we're listening. The confidential survey results will help managers create an even better workplace in which staff can thrive.

In the coming months managers will begin sharing results with teams. Stay tuned, because we'll highlight ways your input is used to improve our work environment.

"This annual check of our organizational vital signs helps identify opportunities for improvement as well as celebration," said **Greg Hollingshead**, UF Health Shands Human Resources Development director. "We offer our sincere appreciation and thanks!" **N&N**





#### UF HEALTH SHANDS REHAB HOSPITAL | PEOPLE

### REHAB HOSPITAL EMPLOYEE NAMED FIELDWORK EDUCATOR OF THE YEAR

**Rebecca Piazza, O.T.R./L.**, was recently honored by the UF College of Public Health and Health Professions' occupational therapy department with the Fieldwork Educator of the Year award. Piazza was nominated for her dedication to the education of the department's fieldwork students and her contributions to the occupational therapy master's degree program. Piazza, a clinical coordinator at UF Health Shands Rehab Hospital, is completing her graduate degree at San Jose State University and was recently selected to the American Occupational Therapy Association's Leadership Development Program for Managers.

The program's director, **Joanne Foss, Ph.D., O.T.R./L.**, said Piazza contributes on many levels.

"Becky assists us in the classes and labs and she is always available to problem-solve student and fieldwork issues," Foss said. "She approaches teaching in the same way she works with OT clients, always with evidence-based knowledge and with large doses of patience and compassion."

#### UF HEALTH | QUALITY

## Spotlight on Stroke Awareness

The UF Health Shands Comprehensive Stroke Program and UF Health Shands Rehab Hospital teams recognize and celebrate May as National Stroke Awareness Month. Our goal is to raise awareness of stroke risk factor management and engage the community on how to recognize and respond to warning signs of a stroke. Both teams will host events that focus on stroke awareness and education.

#### Signs and symptoms of a stroke:

- Sudden numbness, weakness or inability to move (paralysis) of the face, arm or leg, especially on one side of the body.
- Sudden trouble seeing in one or both eyes, such as dimness, blurring, double vision or loss of vision.
- Sudden confusion, or trouble speaking and/or difficulty understanding speech.
- Sudden trouble walking, dizziness or loss of balance or coordination
- Sudden severe headache with no known cause.

If you experience any of these signs or symptoms, call 911 immediately and follow up with your primary care physician. **N&N**

## Stroke Awareness Events

#### STROKE AWARENESS FAIR

UF Health Shands Rehab Hospital  
Thursday, May 8  
10 a.m. to noon

People will be able to assess their stroke risk, get connected with local support groups and learn about local stroke research and the latest stroke rehabilitation treatments. The event includes prizes and refreshments.

#### STROKE AWARENESS FAIR

UF Health Shands Hospital (north campus) Atrium  
Monday, May 19  
9 a.m. to noon

Stroke risk assessments, prizes and information will be available from UF Health Shands Comprehensive Stroke Center, UF Health Shands Rehab Hospital and UF Health Hearing Center.

#### 2ND ANNUAL STROKE CONFERENCE

Hilton University of Florida Conference Center  
Friday, May 30, and Saturday, May 31

Get more details at [stroke.cme.ufl.edu](http://stroke.cme.ufl.edu).

NATIONAL HOSPITAL WEEK EVENTS

HEY, THANKS!

GET 10% OFF

ANY PURCHASE AT SELECT UF HEALTH SHANDS DINING LOCATIONS DURING BUSINESS HOURS ON TUESDAY, MAY 13. SIGNAGE WILL BE POSTED ADVERTISING THE DISCOUNT.

SPECIALTY COFFEE BAR

7-9 a.m. on Monday, May 12
UF Health Shands Psychiatric and Rehab Hospitals

STAFF APPRECIATION LUNCH

11 a.m.-2 p.m. on Tuesday, May 13
UF Health Shands Hospital Cafeteria
1329 Building Cafeteria

COOKIES!

Overnight cookie deliveries to staff
11:30 p.m. Tuesday, May 13 to
3 a.m. Wednesday, May 14
UF Health Shands Hospital
UF Health Shands Cancer Hospital

ICE CREAM SOCIALS

2-4 p.m. on Wednesday, May 14
UF Health Shands Hospital
UF Health Shands Cancer Hospital
UF Health Medical Plaza Food Court
1329 Building Cafeteria

COOKOUT ON THE PATIO LOGO-WEAR SALE

11 a.m.-2 p.m. on Wednesday, May 14
UF Health Shands Psychiatric and Rehab Hospitals

MORE COOKIES!

Cookie deliveries to staff
Thursday, May 15
UF Health Shands Psychiatric and Rehab Hospitals
UF Health Physicians practices
Off-site patient care and support locations

ICE CREAM SOCIAL

2-4 p.m. on Friday, May 16
UF Health Shands Psychiatric and Rehab Hospitals

29TH ANNUAL CELEBRITY WAITER NIGHT

Enjoy food, fashion and entertainment for a great cause!

This year's Celebrity Waiter Night promises an unforgettable evening, with red carpet fashion, a star-studded preshow, live performances by some of your favorite artists and, of course, a fabulous lineup of awards. On May 12, guests of the event, themed "MTV Video Music Awards," will come together at the Touchdown Terrace at Ben Hill Griffin Stadium for heavy hors d'oeuvres and refreshments at 6 p.m. Performances by UF Health teams will follow at 7 p.m.

Celebrity Waiter Night is one of the most entertaining and fun-filled annual events benefiting Children's Miracle Network Hospitals and UF Health Shands Children's Hospital. With more than 8,500 children treated last year, UF Health Shands Children's Hospital is a leading referral hospital for kids throughout Florida and the Southeast. Your support enables us to advance research, invest in lifesaving medical equipment and provide a wide range of services that might not be possible otherwise.

You won't want to miss the chance to become a part of one of the most iconic events in pop culture history!

For more information, visit events.giving.UFHealth.org/cwn.

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Celebrity Waiter Night

