



UF HEALTH SHANDS INTERNAL NEWSLETTER

VOL. 11 NO. 3 | SEPTEMBER 2015

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FSC LOGO

UF HEALTH SHANDS | SERVICE

New brand campaign hits home

When our 4-year-old daughter was diagnosed with a half-pound Wilms tumor on her kidney, one of our first questions was, "When can you get it out?"

Two days later, the skilled pediatric surgery team at UF Health Shands Children's Hospital performed a seven-hour surgery and successfully removed the tumor and her kidney. The procedure left a large scar below her belly button from one side of her stomach to the other.

Now, 19 months removed from her procedure, she is cancer free and the scar is surprisingly faint. In fact, the inch-long scar on her chest from her port-a-cath (which was used for chemotherapy) is more noticeable than the one on her abdomen.

When I was introduced to the second phase of UF Health's branding campaign, No Two Alike, it hit home. Four patients, who received life-saving care here, share their stories and discuss what their scars (some big, some barely noticeable) mean to them. Here's what they said:

"When I think about my scar I think I'm one of a kind."

"When I see my scar, I think survival."

"My scar shows how brave I am."

"It's amazing. I don't even have a scar."

This got me to thinking: "I wonder what my daughter, now 5, thinks about her scars?" So I asked her one day after school: "When you see your scars, what do you think about?" Her one-word answer was, "Dessert."

After her surgery, our daughter began radiation and chemotherapy. As parents, one of our missions was to keep weight on her ... by any means necessary. This meant she ate dessert every night. Chemotherapy does a number on your taste buds, so her preference changed weekly: honey buns, s'mores, peanut butter milkshakes, donuts with sprinkles. Apparently this is an experience a child doesn't soon forget. A scar can literally mean anything to anyone; just ask my daughter.

For me, her scars make me think about something different each time: how resilient she is, how minor day-to-day problems often are, how lucky we were to have access to great care, and most importantly, how precious life is.

If you haven't yet, I highly recommend that you view UF Health's new commercials and learn more about what our patients' scars mean to them. Visit bridge.UFHealth/no-two-alike — where you'll find samples of radio and print ads, find answers to FAQs and see behind-the-scenes photos — and check out our public site, NoTwoAlike.org — which features more information about the patients and care teams featured in the commercials, and will be continually updated to include additional stories.

Todd Taylor
News&Notes Editor
UF Health Communications

Q&A with the CEO — Ed Jimenez



(From left) Mel Bledsoe, EMT-P, UF Health ShandsCair paramedic; Ed Jimenez, UF Health Shands CEO; Jim McElwain, UF head football coach; and Karen McElwain stopped for a photo during a recent tour of UF Health.

For our new Q&A feature with our CEO Ed Jimenez, we sat down and asked him about several things happening at UF Health right now. If you have a question for Jimenez, email taylt@shands.ufl.edu and we'll consider it for an upcoming edition of News&Notes.

How do you feel about UF Health's new brand campaign, No Two Alike?

It has naturalness to it. The fact is that no two patients are alike. We take care of patients with so many complex diseases, conditions and injuries here, and our staff is put to the test daily to produce great outcomes. It's not a cookie-cutter approach — one size does not fit all. The new campaign also allows us to subtly show that patients come to us from many different places. We have a great commitment to taking care of patients in our community, but we also have a responsibility to serve patients who come to us from throughout the state, and now more than ever, the Southeast.

Turn to page 4 to learn more about UF Health's new brand campaign.

It's flu season. Why is it so important to build on our successful vaccination efforts from last year?

Protecting patients is the No. 1 thing. Our patients are more vulnerable than we are. By definition they are here due to an illness, condition or injury. If we carry the influenza virus, we run the risk of transmitting it to our patients, which is not a good scenario. We also need to protect our co-workers. We've all been in public and someone sneezes or coughs near you and you think, "oh man, I'm going to get sick." It's no different in a work setting. Last year we had a 95 percent flu vaccination rate. I want to get us as close to 100 percent as possible.

Turn to page 12 to learn more about our flu vaccination policy.

You gave new UF football coach Jim McElwain a tour of UF Health. How did that go?

Almost all of the coaches on his staff came along. That was important for me because most of them are new to Gainesville. It's good to create an awareness of what happens down the hill from them. The goal was to tell them what we do and why we're different. Where coach McElwain and I

found compatibility is in our approach to teamwork. At the hospital we try not to make it about a single physician or nurse or researcher. It's about how the teams together produce great results. In our case it's patient outcomes. Similarly, he's trying to put the best team on the field with the ultimate goal of winning games. We both value people and believe that every single person should feel that they genuinely contribute to the cause.

U.S. News recently ranked us among the nation's best in seven adult specialties, to go along with our seven ranked pediatric specialties. What does this mean?

It's a pretty big deal. Along with pediatric specialties, we have 14 ranked. No other hospital in Florida can say that. It's an external validation that our teams are producing spectacular results on a national level. With 14 specialties on the lists, we're measuring up with some of the best and most well-known hospitals in the nation.

Turn to page 21 to learn more about the U.S. News Best Hospitals rankings.

No Two Alike — UF Health's new brand campaign leaves an impression



COREY HAMMOND

Location: Melbourne, Florida

Condition: Epilepsy

Procedure: Front temporal lobectomy (brain surgery)

"When I see my scar, I think survival."



REBEKAH GAUDET

Location: Tallahassee, Florida

Condition: Osteosarcoma (bone cancer)

Procedure: Limb-conserving surgery involving shoulder reconstruction and bone transplant

"When I think about my scar, I think I'm one of a kind."

Many of us have scars that remind us of our past. As a child, maybe you took a tumble climbing on furniture or fell off your bike. Perhaps your scar is from playing sports or

a vehicle accident. You might have overcome a life-threatening disease. Scars tell a story of perseverance and, in some cases, survival.

UF Health's new brand campaign, No Two Alike, focuses on the personal stories of four individuals from different walks of life who sought our expert care for serious medical conditions. They

Four patients tell the stories behind their scars



SHAWNNA CURTIS

Location: Fleming Island, Florida

Condition: Coronary artery disease (which led to heart attack)

Procedure: Cardiac catheterization and stenting (via her wrist)

"It's amazing. I don't even have a scar."



DELORES LEWIS

Location: Jacksonville, Florida

Condition: Degenerative disc disease and neoplasm (tumor at base of skull)

Procedure: Spinal fusion and tumor removal

"My scar shows how brave I am."

share what their scars mean to them, and why they wear them with pride. They express gratitude for the life-saving care they received here, enabling them to recover and return to their everyday lives. Their stories remind us

that no two patients are alike, which is why our staff and physicians tailor care to each patient we serve.

Building on our successful Invisible Connections campaign, which focused

on our leading-edge research and its impact on people throughout our communities, our new No Two Alike campaign allows patients to tell their own stories — and ours.



Rebekah Gaudet, one of the patients featured in our No Two Alike brand campaign, is filmed during the making of her television commercial.



Stacy Beers, UF Health Communications Marketing director, and the UF Health Communications team led the creation of the new brand campaign. Beers has answered several questions for us about No Two Alike.

Where and when will we see the ads for the new campaign?

Starting Sept. 3 through the fall of 2017, you'll see multimedia advertising for the campaign running in diverse news outlets. Television and online ads will run throughout Florida, with a heavy concentration in north and central Florida. Print, radio and billboards ads will appear locally, mostly in north central and north Florida.

How will the ads be used?

We will continually rotate the four TV spots over a two-year span to ensure that the campaign has a positive impact. We will introduce new print and multimedia ads along the way. These will include advertising in major publications (newspapers, magazines and health industry publications), radio, TV, Web banners, outdoor advertising, such as billboards and other diverse advertising in places including Gainesville, Jacksonville and Orlando regional airports.

How did you come up with the No Two Alike concept?

Our UF Health Communications Marketing teams and agency partners held focus groups in Gainesville and Jacksonville. They brought together current UF Health patients and other health consumers from north central and north Florida and surrounding areas. The focus group attendees were asked to review two final campaign concepts and they overwhelmingly decided on No Two Alike, which focuses on patient outcomes and builds on our previous campaign, Invisible Connections. The focus group participants liked hearing stories from our patients' points of view. They also enjoyed seeing the patients after recovery in a non-hospital environment, back to doing regular daily activities.

Why is this campaign important?

UF Health is the state's leading health care referral center and one of the nation's most well-respected health care organizations. This campaign highlights the great work we do. Since patients have so many choices for care, we need to make sure the public has an awareness of UF Health so it's top of mind when they have a health care need. The No Two Alike campaign emphasizes that we see patients as individuals, which is a strong message. As employees of UF Health, it is important to remember the impact of word-of-mouth promotion and that every time a patient reaches out to us, we want them to have a great experience where we listen to them, engage with them and show them we care to make that message gain strength.


Visit the public site, NoTwoAlike.org:

- Read more about our featured patients
- Watch extended videos
- Learn more about our interdisciplinary care teams

Visit bridge.UFHealth.org/no-two-alike:

- See all the ads
- Read FAQs
- View behind-the-scenes photos
- Leaders, check out the Leader Toolkit


The No Two Alike campaign features our patients' stories across a variety of media platforms



1

To Corey, his scar means **SURVIVAL.**


To us, it means he's one of a kind.




1

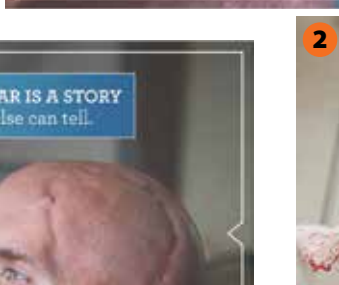
DELORES' SCAR REVEALS A HISTORY that no one else has.

NoTwoAlike.org





No two alike. That's the truth about scars — and the individuals who wear them. It's also how we believe in practicing medicine at UF Health. Corey Hammond's epilepsy independence — and his freedom. But a unique treatment plan changed all of the neurological team designed surgery precisely around needs. Now, he's seizure free and proudly wears the symbol.




2


DELORES' SCAR IS A STORY that no one else can tell.


Delores sees her scar as evidence of BRAVERY.

We see it as a reminder of how unique she is.




Seeing no two stories alike is how we move medicine forward. Watch them for yourself at NoTwoAlike.org





No two alike. That's the truth about scars — and the individuals who wear them. At UF Health, it's also how we believe in practicing medicine. Delores Lewis faced a future of being dependent on others without a perfectly designed spine surgery. Her neurosurgery team developed a plan to fit her, precisely. Thanks to that unique approach, Delores is back to being fiercely independent — and totally one of a kind.





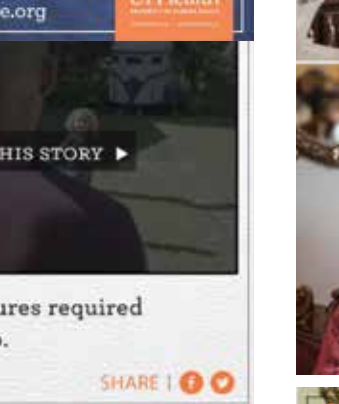
3

WATCH HIS STORY


Stopping his seizures required a careful look, too.

See the stories ▶

SHARE |  



Seeing no two stories alike is how we move medicine forward. Watch them for yourself at NoTwoAlike.org.



- ↑ Corey's story told in 1: a print ad, 2: outdoor advertising and 3: social media.
- Delores' story told in 1: a billboard, 2: a print ad and 3: digital media.




3

UFHealth
UNIVERSITY OF FLORIDA HEALTH

See how care should be ▶



Shawwna's tiny scar is a big reminder that she's **ALIVE**.

We see it as proof that she's like no one else.

No two alike. That's the truth about scars — and the individuals who wear them. It's also how we believe in practicing medicine at UF Health. Shawwna Curtis was a trauma nurse when a heart attack left her needing life-saving care. Her doctors made a plan to fit her, treating her heart through her wrist using a tiny catheter. Now Shawwna's back to work, with a tiny symbol of just how tough she is.

Seeing no two stories alike is how we move medicine forward. Watch them for yourself at NoTwoAlike.org.



↑ Shawwna's story told in 1: a print ad, 2: outdoor advertising and 3: social media.



REBEKAH'S SCAR IS A JO that's one of a kind.

NoTwoAlike.org



Hear Rebekah's scar story NoTwoAlike.org
To her, it says "courage." At UF Health, it says "unique." See how her care was the same.

→ Rebekah's story told in 1: digital media, 2: a billboard and 3: a print ad.



Shawwna's tiny scar is a big reminder that she's **ALIVE**.

We see it as proof that she's like no one else.

No two alike. That's the truth about scars — and the individuals who wear them. It's also how we believe in practicing medicine at UF Health. Shawwna Curtis was a trauma nurse when a heart attack left her needing life-saving care. Her doctors made a plan to fit her, treating her heart through her wrist using a tiny catheter. Now Shawwna's back to work, with a tiny symbol of just how tough she is.

Seeing no two stories alike is how we move medicine forward. Watch them for yourself at NoTwoAlike.org.



The Gift Stop

A behind-the-scenes look at a vital team



The Gift Stop is much more than a place where hospital patients, visitors and staff can buy flowers, balloons and cards. Through the efforts of many passionate volunteers, it has evolved from a tiny shop not much larger than a closet, into a flourishing space with two locations. Staff and volunteers strive to put smiles on the faces of those who need it most. All Gift Stop profits go back to UF Health, and are allocated and donated to areas where funds are most needed.

“In what we do, and by the customer service we provide, we have a way of touching people who might need a

bright spot in their day,” said **Christine Riggs**, a volunteer and The Gift Stop board of directors president.

The first Gift Stop was founded at UF Health Shands Hospital in 1980 by a group of women who were dedicated volunteers, according to **Beverly Hammer**, one of the original founders. They represented the UF Medical Guild, the UF Health Shands Auxiliary and the UF Dental Guild. With the help of their husbands, they worked tirelessly to improve the store and maintain high quality standards.

Barbara Dockery, an early volunteer, worked her way up.

“I began as a humble ‘duster’ in the shop, eventually moving into doing display, even going to the Atlanta Merchandise Market twice a year to select items for the shop,” Dockery said.

The Gift Stop has since expanded, adding a location at the UF Health Cancer Hospital in 2009. Another location is planned for the new UF Health Heart & Vascular Hospital and UF Health Neuromedicine Hospital. The Gift Stop’s mission remains the same: To provide caring service to patients, visitors, faculty, staff, students and volunteers with all profits benefiting UF Health.



(Left) UF Health Shands Auxiliary volunteer Judy Rhame finalizes a transaction with a customer. (Above and right) The Gift Stop's inventory is constantly changing and includes gift items, Gator merchandise, balloons, flowers and everyday necessities.



HOURS:

UF HEALTH SHANDS HOSPITAL

7 a.m. to 9 p.m. Monday-Friday
7:30 a.m. to 8 p.m.
Saturday and Sunday

UF HEALTH SHANDS CANCER HOSPITAL

7 a.m. to 7 p.m. Monday-Friday
10 a.m. to 5 p.m. on Saturday

For more information or to send a gift to an inpatient, call 352-265-0121.

Service

There are currently about 25 volunteers who serve in The Gift Stop. Most are members of the UF Medical Guild or UF Health Shands Auxiliary, but Gift Stop volunteers do not have to be members of these groups. There are also 12 paid employees, including two managers, who are employees of Lori's Gifts — a business that manages around 300 gift shops nationwide. The Gift Stop board of directors oversees operations and is composed of UF Health leaders, presidents of the UF Health Shands Auxiliary and UF Medical Guild, and Gift Stop volunteers selected for their leadership abilities and dedication to service.

Proceeds

All Gift Stop profits go back to UF Health. In its 35-year history, The Gift Stop has distributed more than \$2.1 million to benefit our programs. Each year, 25 percent goes directly back to the UF Health Foundation. The remaining 75 percent is split between the UF Medical Guild and UF Health Shands Auxiliary. The money each of these groups is allotted depends

on the number of hours that their members volunteer in the shop. The Auxiliary funds scholarships for UF and Santa Fe College students in certain health professions and provides grants to UF Health departments. The UF Medical Guild also funds scholarships and uses funds to purchase items that benefit patients and employees. Guild purchases include iPads for UF Health ShandsCair team members working on helicopters to replace notebooks that were hard to manage in emergency situations, and blanket warmers for patients.

Riggs said, "We tell our customers that they are purchasing for a purpose."

Inventory

The Gift Stop offers a constantly changing inventory of gift items, flowers, balloons, Gator merchandise, snacks, jewelry and everyday necessities for patients, families, visitors and employees. About 55 percent of sales come from patients and visitors, and the other 45 percent comes from employees and staff. **N&N**

Protect our patients: Flu vaccination required by Oct. 30

Get your flu vaccination or opt out and wear a mask in patient care areas

Our new flu vaccination policy implemented last year was a great success — 95 percent of UF Health Shands employees and 91 percent of UF College of Medicine faculty, residents and fellows received their flu vaccination. By doing so, we helped protect our co-workers, patients and the community from the flu, which remains one of the leading causes of death in the U.S.

“We should give kudos to our faculty and staff who realized that flu vaccination is part of responsible behavior for a health care worker and embraced that,” said **Timothy C. Flynn, M.D.**, UF College of Medicine senior associate dean for clinical affairs and UF Health Shands Hospital chief medical officer. “It sets a good example for our patients and the community. It reduces mortality and can help make us a healthier community.”

Last flu season we saw a significant reduction in flu-related hospitalizations at our facilities.

“Our staff was very supportive of the policy and it’s becoming a standard nationwide,” said **Colleen Counsell, M.S.N., R.N., CCRN**, UF Health Shands Cancer Hospital Trauma/Lung Transplant Unit 5W nurse manager. “We all want to make sure our patients are protected. On our floor, we have immunocompromised patients and lung transplant patients. It’s very important that we don’t transmit the flu to them.”

Starting Sept. 9, the groups listed below can get free flu vaccinations at UF Health Shands Occupational Health Services, located at UF Health Shands Hospital (north campus), Room 1004. OHS will also host flu vaccination events on our Archer Road campuses and in several other Gainesville locations.

All UF faculty, staff and students can get free flu vaccinations when the UF Student Health Care Center is on site during flu vaccination events at UF Health. UF students are eligible for free flu shots at SHCC locations at any time.

If you belong to one of the priority groups listed and you choose to get a flu vaccination from a provider outside UF Health or UF, you’ll be asked to show proof of vaccination paperwork to obtain a vaccination sticker for your ID badge.

Beginning Oct. 31, those who choose to opt out of receiving the vaccination for medical, religious or personal reasons will be required to follow a formal opt-out process and wear a mask in patient care areas.

Visit Flu Central at bridge.UFHealth.org/flu for full details about the flu vaccination policy and to view the current vaccination event schedule. **N&N**

The following workers are eligible for a free flu shot through UF Health Shands Occupational Health Services:

- UF Health Shands employees and volunteers
- UF Health Physicians employees
- UF College of Medicine faculty physicians, residents and fellows
- Credentialed ARNPs
- Credentialed physician assistants
- Credentialed medical staff

All UF faculty, staff and students can get free flu vaccinations when the UF Student Health Care Center is on site during flu vaccination events at UF Health. Visit Flu Central at bridge.UFHealth.org/flu to view the current vaccination event schedule.

GET YOUR VACCINE BY HALLOWEEN



95%
OF UF HEALTH SHANDS STAFF
WERE VACCINATED

91%
OF UF COLLEGE OF MEDICINE FACULTY,
RESIDENTS AND FELLOWS
WERE VACCINATED

BY THE NUMBERS: Statistics from last flu season

13,970

FLU VACCINES WERE ADMINISTERED
BY UF HEALTH SHANDS OCCUPATIONAL
HEALTH SERVICES

43

UF HEALTH NON-HOSPITAL SITES WERE VISITED
BY OHS MOBILE FLU CARTS

Flu vaccination events:

UF HEALTH SHANDS HOSPITAL ATRIUM

WEDNESDAY, SEPT. 9 (7 A.M. TO 4 P.M.)*

THURSDAY, SEPT. 10 (6:45 A.M. TO 4:45 P.M.)*

FRIDAY, SEPT. 11 (1-4 P.M.)*

MONDAY, SEPT. 14 (6:45-11 A.M.* AND 6-10 P.M.)

TUESDAY, SEPT. 15 (6:30-8:30 A.M.*; 11 A.M. TO 3 P.M.*; AND 6-9 P.M.)

THURSDAY, SEPT. 17 (6:45 A.M. TO 4 P.M.* AND 6-9 P.M.)

FRIDAY, SEPT. 18 (1:30-4:30 P.M.)

TUESDAY, SEPT. 29 (6:45 A.M. TO 4:45 P.M.)*

UF HEALTH SHANDS CANCER HOSPITAL, ROOM 1205

TUESDAY, SEPT. 22 (6-10:30 A.M.)*

THURSDAY, SEPT. 24 (2:30-4:30 P.M.)

FRIDAY, SEPT. 25 (1:30-3:30 P.M.)

UF Health Shands OHS and UF SHCC will also visit a number of other locations. Visit Flu Central at bridge.UFHealth.org/flu to view an updated schedule of flu vaccination events across UF Health.

**During time frames followed by an asterisk, OHS and SHCC will co-host the event. After you receive your flu vaccination you will get a sticker to display on your ID badge.*

CareSpot adds third urgent care location in Gainesville

Archer Road center will open in October

In early October, CareSpot will open a third urgent care center in southwest Gainesville, located in the new Archer Centro West complex in the 3500 and 3600 blocks of Archer Road, across from Butler Plaza.

The new location will complement CareSpot's downtown and northwest Gainesville locations.

"The new location makes urgent care more accessible to our community," said **Dana Nemenyi**, UF Health Shands Business Development director. "In addition, it provides access to UF Health primary care and specialty physicians for follow-up care."

UF Health Shands shares a joint venture partnership with CareSpot's Gainesville locations, which will all feature new signage that includes the UF Health logo. These facilities are held to the same quality standards as all other UF Health practices.

"The CareSpot team knows how to provide accessible and efficient urgent care services to patients. This partner-

ship allows us to work directly with CareSpot to help ensure that our patients receive the highest quality of care driven by mutually developed care protocols," said **Marvin Dewar, M.D., J.D.**, UF Health Physicians chief executive officer and UF College of Medicine senior associate dean. "And when care handoffs are needed — UF Health to CareSpot and vice versa — we will work to make sure the necessary information flows to help clinicians provide the care patients deserve."

All Gainesville and Ocala CareSpot locations are included in the GatorCare health plan's Tier 1 Network.

In fall 2016, residents of the southwest Gainesville area will also benefit from expanded critical care services with the addition of the UF Health Shands Emergency Center at Kanapaha, located about 2.5 miles west of I-75 near Tower Road.

Visit GatorCare.org and click on "Network Directory" for additional information about after-hours and urgent care. **N&N**

Gainesville CareSpot locations:

Northwest Gainesville

3925 NW 43rd St.
352-371-1777
Monday-Sunday, 8 a.m. - 8 p.m.

Ayers Plaza

720 SW Second Ave., Suite 160A
352-240-8000
Monday-Friday, 8 a.m. - 8 p.m.
Saturday-Sunday, 8 a.m. - 5 p.m.

Southwest Gainesville (Opening October 2015)

3581 SW Archer Road, Suite 40
352-888-4449
Monday-Sunday, 8 a.m. - 8 p.m.

Other after-hours medical care options

UF Health Primary Care After Hours

3450 Hull Road, 2nd floor
352-265-1234 or
352-273-8613

Appointments only:
Monday-Friday, 6-9 p.m.
Saturday, 10 a.m. - 1 p.m.

UF Health ORTHOCare

3450 Hull Road, 2nd floor
352-265-2663

Walk-ins and call-ins welcome:
Monday-Friday, 8 a.m. - 9 p.m.
Saturday, 9 a.m. - 5 p.m.
Sunday, 5-9 p.m.

UF Health Pediatrics After Hours

1600 SW Archer Road
352-265-0724

*Appointments only
(for patients who receive care from a participating Gainesville pediatrician):*
Monday-Friday, 5-10 p.m.
Saturday, 12-9 p.m.
Sunday, 8 a.m - 9 p.m.

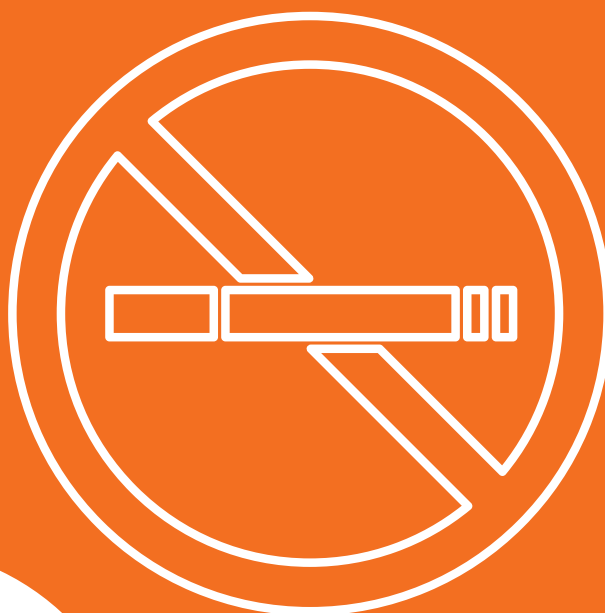
Visit carespot.com to reserve your spot on line or to make an appointment.

Creating a clean, safe and healthy environment

New Bridge site features tobacco and contraband information and resources

During Hospitality and Service training, we're taught to create the best possible experience for our patients and each other — and fundamental to that experience is safety. It's our responsibility to provide a safe, clean, healthy and welcoming environment for everyone who seeks care or works on our campuses. That's why we have policies and guidelines in place that prohibit contraband and the use of tobacco products on our campuses.

These efforts reflect our commitment to making healthy choices for our patients, visitors and everyone in the UF Health family. Thank you for your support. N&N



You can direct patients and visitors to our public website for more information:

UFHealth.org/tobacco-contraband-free

Please access tobacco and contraband resources on the new Bridge site:

bridge.UFHealth.org/tobacco-contraband-free

Find policy information, smoking cessation material and scripts for staff to use if they are comfortable addressing the use of tobacco by colleagues, patients and visitors. You'll also find a comprehensive list of UF and UF Health Shands policies related to tobacco and contraband use, and a wide selection of links to counseling services and self-help resources.

We do not allow smoking or the use of tobacco products (including cigarettes, cigars, smokeless tobacco and e-cigarettes) on our campuses, sidewalks and parking areas, or inside our buildings.

IT'S UP TO EVERY ONE OF US TO MODEL HEALTHY BEHAVIORS.

JOIN US TODAY!

The presence and use of illicit/illegal drugs and alcohol anywhere on campus or in our buildings is prohibited.

The presence and use of knives, guns or other weapons is prohibited.

We ask faculty, staff, volunteers, patients and visitors to avoid bringing restricted items to UF Health. If individuals have contraband upon arrival, we ask them to leave these items behind when entering campus or our buildings. This also applies to anyone with a concealed weapon permit; if you travel with these items, please leave them safely secured in your vehicle.

UF Alert emergency notification system expands for hospital staff

Stay aware during emergency events with new messaging system

UF is **partnering** with UF Health to expand its UF Alert System to communicate life-safety emergency notifications to our faculty and staff. This will ensure a more consistent approach to keeping us well-informed during emergency events.

We are asking our UF Health workforce to go online and check preferences to opt in or out of the UF Alert-Gainesville and the UF Alert-Shands groups.

The system will assist in safeguarding patients and visitors, faculty, staff and students by providing clear internal communications and instructions during emergency events that impact our clinical programs and facilities.

THE UF ALERT GEOGRAPHIC-BASED GROUPS ARE:

- **UF Alert-Shands (UF Health Shands in Gainesville)** — Emergency notifications specific to UF Health Shands facilities for individuals who are UF Health Shands employees and UF College of Medicine faculty and staff who provide or support care in UF Health Shands and UF Health Physicians facilities.
 - ◆ UF Health Shands employees are automatically opted in to the system, but may elect to opt out.
 - ◆ UF Health Science Center faculty and staff may opt in.
 - ◆ Note: UF Health leaders and UF Health Shands, UF College of Medicine and UF Health Physicians individuals with a key role in emergency response will be asked to opt in (mandatory).
- **UF Alert-Gainesville (UF Campus in Gainesville)** — Optional emergency notifications concerning campus-area issues for those interested. For UF faculty, staff and students, as well as UF Health Shands staff who wish to receive them.
- **UF Alert-Systemwide** — Mandatory notifications concerning issues that may impact the entire UF community, including UF Health. Individuals with an active ufl.edu or shands.ufl.edu email account automatically receive these alerts without registering. **N&N**



HOW TO CHANGE YOUR ALERT PREFERENCES:

FOR UF HEALTH SHANDS STAFF:

① UF HEALTH BRIDGE

1. Go to the UF Health Bridge, bridge.UFHealth.org.
2. From the Bridge home page, hover over "Employee Services" in the main menu bar. A floating menu will appear; click "Employee and Manager Self Service."
3. Sign in with your username and password.
4. Select "Main Menu" and "Self Service."
5. Under the "Personal Information" menu, click "Office Location Details."
6. Scroll down to the bottom of the page and select the correct UF Alert preference.

FOR UF OR UF HEALTH SHANDS STAFF:

② MYUFL

1. Go to the myUFL website at my.ufl.edu.
2. Click on the "Access myUFL" button and sign in with your GatorLink username and password.
3. Select "Main Menu."
4. Under the "My Account" menu, click "Update Emergency Contact."
5. Scroll down to the bottom of the page and select the correct UF Alert preference.

Lab Notes: What's happening at UF Health?

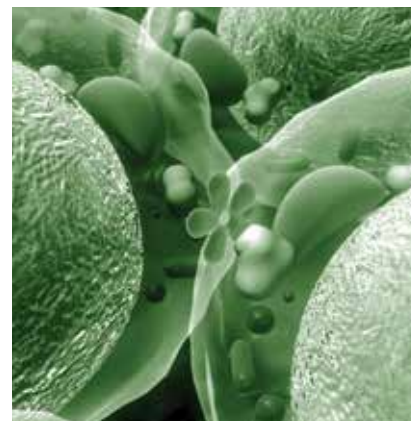
Check out some recent research developments at UF Health



- Walking and breathing without mechanical assistance typically becomes a struggle for patients who have Pompe disease because of weakened, damaged muscles as they age. UF Health researchers have identified how hidden physiological changes occur in the body's neuromuscular junction, the part of the body where the nervous system connects to the musculoskeletal system, prior to these devastating effects. These negative changes trigger the muscle weakness that causes mobility and breathing challenges. With this understanding, the researchers also conducted early gene therapy studies in a Pompe disease mouse model using a virus delivery system that targets the muscle and the nervous system. Early results in mice using gene therapy, with adeno-associated virus 9, show the therapy improved breathing function in diseased mice more than the current conventional therapy. The research was led by **Darin Falk, Ph.D.**, UF College of Medicine pediatrics assistant professor, and **Barry Byrne, M.D., Ph.D.**, UF College of Medicine pediatrics associate chair.



- Time may heal all wounds, but in the case of stroke survivors, the key to better recovery is to spend more time in an intensive physical therapy program. After a stroke, the brain and body can start recovering immediately and can show improvement up to six months later, according to new research by **Janis Daly, Ph.D.**, UF College of Medicine neurology professor. But this study, which was published in the Archives of Physical Medicine and Rehabilitation, focused on people who had persistent disability even a year or more after completing standard care. The study found that extensive physical therapy helped them recover motor function, even though they began the study treatment a year or more after stroke.



- UF Health researchers are working with a national rare-disease company to bring the first human gene therapy trials to patients with the most common form of glycogen storage disease. Once established, the clinical trials will occur at UF Health, where much of the underlying research has occurred. UF Health is also home to the world's largest clinical and research programs for glycogen storage disease. Glycogen storage disease is a rare condition, occurring in about one in 100,000 people worldwide. The condition affects how sugar is stored and processed in the body after eating. Currently, there are no pharmacological treatments for this condition. The only treatment is precise doses of cornstarch at specific times throughout the day. While the treatment works, it is not ideal for long-term care, said **David Weinstein, M.D.**, UF Glycogen Storage Disease Program director.



Dollars and sense

Facilities teams work to make buildings smarter

The electrical power used to operate UF Health Shands facilities costs about \$13.5 million annually.

“That’s enough energy monthly to power about 13,000 homes,” said **Mark Dykes**, UF Health Shands Facilities Development energy manager.

Those millions of dollars are spent on utilities like air conditioning, electricity and humidity control. Dykes and his team wanted to answer a simple question: How can we lower our energy bill and become more efficient? The answer: Automation and optimization.

“Automation is the tool that gives us a peek into the DNA of a building,” Dykes said. “But optimization is the process of using that tool to track and control the building environment.”

The combination of automation and optimization leads to efficient energy outcomes and reduced consumption.

Dykes explained that when the UF Health Florida Surgical Center relocated to Hull Road in 2008, it was the first building in our system to be fully automated. In one year, it became one of the highest energy consumers per square foot of all UF Health Shands buildings, racking up a \$230,000 bill in its first year. Unique clinical buildings like the Florida Surgical Center tend to consume more energy because of code requirements such as pressure-sensitive rooms, high air circulation standards and other patient-centered necessities.

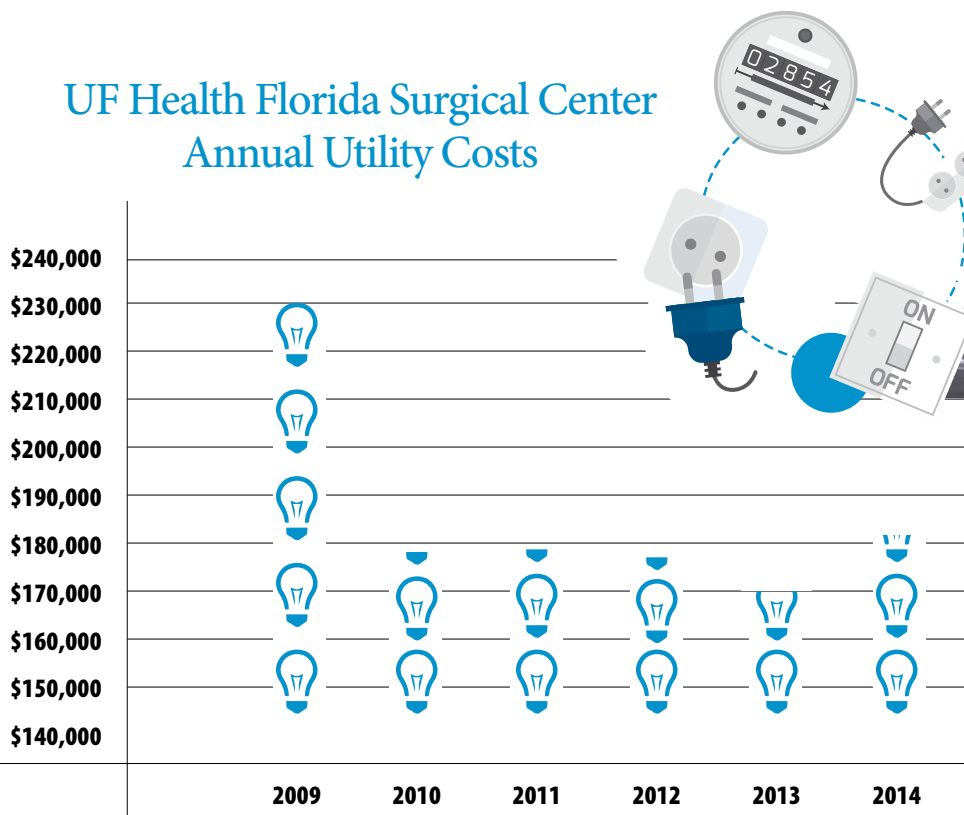
The Florida Surgical Center consumed energy as if it was constantly occupied by patients and employees, using

3,000 more hours of high-level energy consumption a year than necessary. Dykes and his team optimized the utilities, establishing a system of controls that brought the energy consumption down to minimal operating requirements during non-business hours.

Energy consumption dropped 23 percent the first month. Within one year, the Florida Surgical Center’s lower energy costs saved the hospital \$50,000, creating a cumulative savings around \$240,000 to date since optimization was implemented, despite rising electricity costs.

Dykes and his team have optimized utilities in other buildings in the UF Health Shands system, and continue to pursue opportunities to increase the efficiency of other facilities. **N&N**

UF Health Florida Surgical Center
Annual Utility Costs



This chart shows the initial annual utility costs when the UF Health Florida Surgical Center opened in 2009. After implementing the optimization system, costs dropped the following year by \$50,000.

Celebrating 30 years in heart transplantation

The heartbeat of the UF Health Shands Heart Transplant Program — Susan Learn



When patients undergo transplantation at UF Health Shands Transplant Center, they become like family for our staff. Transplant recipients and our employees regularly become vested in each other's lives. Together they celebrate birthdays, graduations, marriages and births long after they meet in the hospital.

The patient-centric culture of the UF Health Shands

Transplant Center can be traced back to its beginnings. If you ask the Heart Transplant Program staff, it began with their current program manager, **Susan Learn, R.N., M.S.N., CCTC**. She started with the program in 1988 — three years after its inception in 1985.

"We only had about 20 heart transplant recipients at that time and about a half a dozen or so on the waiting list," Learn said. "I remember memorizing the medical record, phone and beeper numbers as well as the blood type and body weight of every patient on the waiting list at that time."

Now the UF Health Shands Transplant Center and the heart transplant program serve patients within UF Health Shands Hospital, UF Health Shands Children's Hospital and the UF Health Congenital Heart Center.

Learn thrives on giving patients what matters most — hope.

"There is nothing like taking care of patients who are facing death and get a second chance at life with a transplant," she said. "Being able to offer a father the chance to walk their daughter down the aisle, being given more time to witness their grandchildren being born, or to offer a parent with a child born with a congenital heart disease the ability to live and grow up — there is no better gift."

Learn was one of only two coordinators with our program in 1988. The adult and pediatric program now boasts a staff of more than 12 advanced practice nurses, four nurse coordinators and eight office transplant assistants. Learn has witnessed both staff evolution and care process model changes.

"Our program was initially driven by our thoracic surgeons and one nephrologist," she said. "It's been a tremendous evolution

of our program to witness the partnership between cardiology and cardiothoracic surgery become so collaborative and work together as a complete multidisciplinary care team in heart transplant."

Another big change for patients has been technological advances and innovation in the treatment therapies of heart failure.

"I was there when they implanted the first artificial heart," Learn said. "And I was there to see when we performed the first 70cc Syncardia temporary artificial heart on a child in need of more time and cardiac support to await a suitable donor heart."

Learn looks forward to what the future holds as UF Health continues to be a leader in heart transplantation.

"It will be very exciting to see what the next 30 years brings to advanced heart disease," she said. "We will have a total implantable heart device, and we continue to investigate the potential of stem cell therapies for heart failure. I look forward to an alternative where there is no need for immunosuppression, and our patients can live a normal healthy life after heart disease." **N&N**

"We have a wonderful team that provides outstanding care and we look forward to growing our program in the future, especially as we build our new cardiovascular hospital that has state-of-the-art facilities."

Thomas Beaver, M.D., M.P.H., UF College of Medicine thoracic and cardiothoracic surgery chief

"After 30 years of participating in cardiac transplantation, we continue to provide exceptional and individualized patient care. At UF Health, you're not just a heart transplant number; you are part of the heart transplant family."

Juan Aranda, M.D., FACC, UF College of Medicine cardiologist and UF Health Shands Transplant Center Heart Transplant/Ventricular Assist Device Program medical director

UF HEALTH SHANDS TRANSPLANT CENTER HEART TRANSPLANT PROGRAM

On Aug. 25, 1985, UF Health Shands Hospital surgeons performed the state of Florida's first heart transplant and the Heart Transplant Program was born. Over the last 30 years, our teams have performed more than 900 heart transplants and implanted more than 285 mechanical circulatory devices in adult and pediatric patients.

UF HEALTH | SERVICE

KEEPING THE DIVERSITY WHEELS ROLLING



Blas Brown, UF Health Shands Hospital OR business coordinator, and Marta Pollitt, UF Health Office of Development grants coordinator, served black beans and rice to guests during last year's Hispanic Heritage Month celebration.

Throughout the year, it's not unusual to walk through the UF Health Shands Hospital Atrium and come across a diversity-themed event. Every guest speaker, international or cultural performance and visual expo is brought to us by hardworking employees representing many departments who are committed to celebrating diversity at UF Health.

Encouraging cultural diversity and inclusion is important to the UF Health family. Each celebration reflects the cultural diversity of our workforce and those we serve, thanks to our Diversity Ambassadors.

"Our mission is to promote awareness of diversity in the workplace and provide a creative outlet for employees to share their backgrounds with their co-workers and our patients, visitors and guests," said **Kristi Gaver**, UF Health Shands Employee

Relations event planner, who works with the Diversity Ambassadors committee.

Some of the cultural events the group hosts celebrate Martin Luther King Jr. Day and Black History Month. This fall, the committee will host events celebrating Hispanic Heritage Month, American Indian Heritage Month and Veterans Day.

The Diversity Ambassadors have a passion for encouraging the acceptance of cultural diversity. As UF Health grows and evolves, the committee hopes the program will grow as well.

Gaver said, "We want to keep people excited and looking forward to the next celebration!"

For more information about the Diversity Ambassadors or to learn how to serve on an event planning committee, contact Kristi Gaver at gaverk@shands.ufl.edu.



On Sept. 18, join our Hispanic Heritage Month celebration in the UF Health Shands Hospital Atrium. Look for more information in Shands News and email announcements.

UF HEALTH | GROWTH

STATE-OF-THE-ART MEDICAL EDUCATION BUILDING UNVEILED



UF and UF Health leaders took part in a ribbon-cutting ceremony on July 29 for the new George T. Harrell, M.D., Medical Education Building.

After years of planning and construction, The George T. Harrell, M.D., Medical Education Building opened its doors to students on July 29. One of the nation's premier medical education facilities, the Harrell Medical Education Building is designed to support the UF College of Medicine's updated medical education curriculum as well as the training of students from the other UF Health Science Center colleges and staff from UF Health to ensure the highest level of patient care. The 95,000-square-foot space will provide a dynamic environment for all learners as they hone the skills necessary to respond to society's changing health care landscape.

Seven adult medical specialties ranked among nation's best

UF Health Shands Hospital excels in U.S. News' annual list



The exceptional work of our medical teams was recently recognized as U.S. News & World Report's annual Best Hospitals rankings put UF Health Shands Hospital among the nation's elite in seven adult medical specialties.

"We are pleased that U.S. News & World Report has once again recognized the efforts of our faculty and staff in providing safe, quality care to our patients and in advancing new discoveries that promise to further improve the care our patients receive in the future," said **David S. Guzik, M.D., Ph.D.**, senior vice president for health affairs at UF and UF Health president. "As an academic health center, we have an unwavering dedication to advancing care, and this recognition demonstrates that."

Released in July, the 2015-16 rankings place us in the top 50 nationally in nephrology (tied for 13th), diabetes and endocrinology (28th), pulmonology (29th), urology (37th), neurology and

neurosurgery (40th), cardiology and heart surgery (tied for 42nd) and cancer (46th). Our nephrology and pulmonology specialties received the highest rankings in the state.

"This increase in momentum for our medical programs is a direct reflection of the hard work and commitment our faculty and staff bring to work each day," said **Michael Good, M.D.**, UF College of Medicine dean.

Additionally, we were listed as "high performing" in five additional specialties — gastroenterology and GI surgery, geriatrics, gynecology, orthopedics, and ear, nose and throat.

"The rankings validate my opinion — that our physicians, nurses and staff provide high-quality care to patients in all specialties," said **Ed Jimenez**, UF Health Shands CEO. "This is why physicians send patients here from all over the state and country to receive the highest standard of care." **N&N**

ADULT SPECIALTY	NATIONAL RANK	FLORIDA RANK
Nephrology	13	1
Diabetes and endocrinology	28	2
Pulmonology	29	1
Urology	37	3
Neurology and neurosurgery	40	2
Cardiology and heart surgery	42	2
Cancer	46	2

UF Health Jacksonville was listed as high performing in three specialties:

- **Nephrology**
- **Neurology and neurosurgery**
- **Urology**

WORLD-CLASS BLOOD CANCER EXPERT TO LEAD CANCER CENTER



Jonathan D. Licht, M.D., an internationally known expert in blood cancers, has been appointed director of the UF Health Cancer Center. He begins his new role on Oct. 1.

"We are very fortunate to have Dr. Licht join us as director of the UF Health Cancer Center. He is a world-class clinician-scientist and has vast experience in administering the clinical, research and educational missions of an academic cancer center," said **David S. Guzick, M.D., Ph.D.**, UF senior vice president for health affairs and UF Health president.

Licht comes from Northwestern University and brings a \$2 million research portfolio that includes funding from the National Institutes of Health, the National Cancer Institute and the Leukemia and Lymphoma Society. He currently serves as the associate director for clinical sciences at the Robert H. Lurie Comprehensive Cancer Center of Northwestern University.

"Being director of the UF Health Cancer Center is an extraordinary opportunity," Licht said. "The center has an outstanding reputation and already possesses the foundational strengths necessary to support the two benchmarks of excellence I believe are crucial to the center's role as a cancer leader in the state and nation."

Licht outlined these benchmarks as expanding the NCI-funded research portfolio of both basic and translational cancer research, which state support through the Florida Consortium of National Cancer Institute Centers Program will help facilitate, and extending investigator-initiated clinical trials to as many people as possible to improve treatment outcomes for patients.

Licht succeeds **Paul Okunieff, M.D.**, who, after five years of service, will focus his energy on the UF department of radiation oncology, which he chairs, and on his robust research program.

UF COLLEGE OF MEDICINE ACHIEVES CRITICAL MILESTONE

Following a two-year self-study and an intensive four-day site visit earlier this year, the Liaison Committee on Medical Education, or LCME, awarded the UF College of Medicine continued accreditation for a full eight-year term.

The report praised the college's welcoming and inclusive admissions process, student counseling and development services, and faculty and administrator support programs. The in-depth assessment noted a few findings for continuing work, which build on existing efforts. Suggestions included achieving greater diversity; monitoring curriculum outcomes to ensure objectives are achieved; and ensuring clinical observation of students and timeliness of clinical grade reporting.

The LCME is recognized by the U.S. Department of Education as the authority for the accreditation of medical education programs in the U.S. and Canada leading to the M.D. degree.

"Now, with additional insights and direction, we continue the great work of the UF College of Medicine: helping patients heal, educating physicians whose technical skills are matched by hospitable and caring service, and advancing knowledge and scientific discovery," said **Michael Good, M.D.**, UF College of Medicine dean. "I am proud of how we have moved forward during the past eight years and met the challenges offered to us in our last assessment."



UF HEALTH | FINANCE

HALLOWEENERS COMPETE FOR CANCER PATIENTS

The Climb for Cancer Foundation hosts a four-legged race to the finish line with the ever-exciting Halloween Derby from 9 a.m. to noon on Saturday, Oct. 17 at Kanapaha Veteran's Memorial Park. Attendees will enjoy a dachshund-only race, a pet costume contest for all breeds, food and music.

The Climb for Cancer Foundation is a 501(c)(3) nonprofit with a mission to help ease the pain and suffering of those affected by cancer. Co-founded by Ron and Dianne Farb in 2002, the foundation has funded or created several programs that provide support to patients and families, fund research grants and give kids an opportunity to attend cancer camps.

To pre-register for \$30, visit www.cfc-foundation.org and click on "Events," or call 352-333-9663. The cost is \$35 on the day of the event. This family fun event benefits cancer patients right here at UF Health!

UF HEALTH | FINANCE

BREAST CANCER AWARENESS EVENTS

SAVE THE DATE:

PANERA GOES PINK!

FRIDAY, OCT. 9

One hundred percent of every Pink Ribbon Bagel sold at the Gainesville and Ocala Panera Bread locations on Oct. 2 benefits women's cancer research here at UF Health!

Preorder your bagels for pick-up on Oct. 2 at UFHealth.org/pinkbagels.

SAVE THE DATE:

FOURTH ANNUAL PINK PUMPKIN PEDAL-OFF SATURDAY, OCT. 10

"Rock your Pink!" during the Fourth Annual Pink Pumpkin Pedal-Off charity bicycle ride supporting breast cancer research at the UF Health Cancer Center. Choose one of three scenic routes: 22, 40 or 62.5 miles.

For more information or to register, visit pinkpumpkinpedaloff.org.



To join a UF Health team:

- ❶ Visit AlachuaHeartWalk.org
- ❷ Click "Find a Company" and select "UF Health"
- ❸ Create a new team or join an existing one

UF HEALTH | PEOPLE

HELP UF HEALTH FIGHT HEART DISEASE

Join UF Health in the fight against heart disease and stroke at the 2015 Alachua County Heart Walk. All registered participants get a free UF Health T-shirt!

SATURDAY, SEPT. 19, 8 A.M.

SANTA FE COLLEGE | 3000 NW 83RD ST.

UF HEALTH SHANDS | SERVICE

TAKE ADVANTAGE OF ANNUAL BENEFITS OPEN ENROLLMENT NOV. 2-19

Stay informed as the benefits open enrollment period approaches for UF Health Shands employees. It's important to look at what options are available to determine what best suits you and your family's needs.

Open enrollment begins Nov. 2 and closes Nov. 19. HR will mail employees information about benefits plans and eligibility. Resources will also be posted at bridge.UFHealth.org/shands-hr to help you assess options and make selections online.

Enrollers will be present in the UF Health Shands Hospital Atrium from Nov. 5 to 19 to assist employees in person.

The UF Health Shands Human Resources Benefits department will host a Benefits Fair on Nov. 13 at the UF Health Shands Rehab Hospital/UF Health Shands Psychiatric Hospital and Nov. 16-18 in the UF Health Shands Hospital Atrium.

Enrollment will reopen Nov. 30-Dec. 4 so staff can check selections and confirm enrollment requests are correct.

The Affordable Care Act employer-shared responsibility provisions are now active and may positively impact more of our employees. Non-benefits-eligible employees who worked an average of 30 hours per week over the prior 12 months may now be eligible for full-time health insurance.

Stay informed! Check your home mailbox and read Shands News, October's News&Notes and upcoming email announcements.

UF HEALTH SHANDS | PEOPLE

UNITE FOR UNITED WAY

Last fall, UF Health Shands employees united to raise more than \$300,000 for United Way of North Central Florida. These funds are used to support community programs, like our own ElderCare.

This year's campaign kicks off with an event on Thursday, Oct. 1 in the UF Health Shands Hospital Atrium. Join us as we once again unite and support our community. Watch for updates in Shands News and on the UF Health Bridge for more details leading up to the event.

UF HEALTH SHANDS EMPLOYEES
UNITED TO RAISE MORE THAN
\$300,000
FOR UNITED WAY OF
NORTH CENTRAL FLORIDA.



UF HEALTH | PEOPLE

READ STORIES FROM THE HEART ON THE BRIDGE'S EMPATHY CORNER

A UF Health audiologist helps a young girl hear again; people with a language disorder find their voices at UF Health Shands Rehab Hospital; children staying at UF Health Shands Children's Hospital decorate their very own superhero capes — these are just some of the heartwarming, inspiring stories posted on Empathy Corner.

Empathy Corner is a feature of the UF Health Bridge home page that highlights the human condition and the special interactions across our organization. It is updated weekly and captures our staff and patients' experiences. Whether it's a compelling patient story, a heartwarming video featuring caring employees, or a thank-you letter from a grateful family member or from a staff person to another, Empathy Corner warms the heart and reminds us what's important.

Find Empathy Corner on the Bridge home page at bridge.UFHealth.org.