

LEGACY

ACHIEVEMENTS IN HEALTH CARE, MEDICAL SCIENCE, AND PHILANTHROPY

ORTHOPAEDIC TRAUMA
SERVICES AT UNIVERSITY HOSPITALS
CASE MEDICAL CENTER



**THE PAIN
DETECTIVES**
GAVE RELIEF TO MYRLE BLACKBURN



You have
joint pain that's holding
back your game.

We have
leading orthopaedic specialists
who perform hundreds of
surgeries yearly, replacing and
preserving joints with the most
innovative techniques.

You have
University Hospitals.



University Hospitals
Orthopaedics

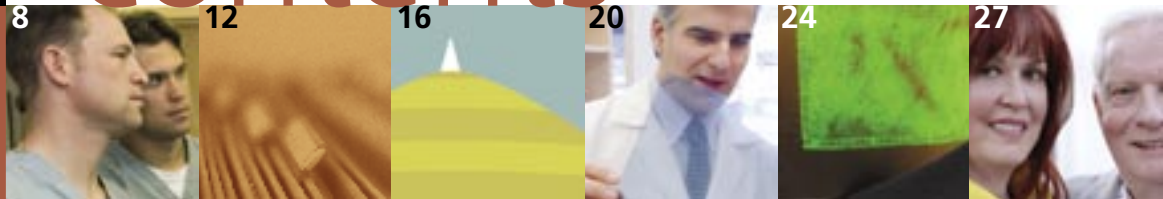
Advanced Care. Advanced Caring.

Call 866-UH4-CARE (866-844-2273),
or visit www.UHhospitals.org/ortho

UNIVERSITY HOSPITALS
LEGACY

VOLUME 15 NUMBER 2
FALL 2007

contents



Thomas F. Zenty III
Chief Executive Officer
University Hospitals

Achilles A. Demetriou, MD, PhD
President
University Hospitals

Fred C. Rothstein, MD
Executive Vice President
University Hospitals

President
University Hospitals Case Medical Center

Catherine S. Koppelman
Chief Nursing Officer
University Hospitals

Senior Vice President
University Hospitals Case Medical Center

Nathan Levitan, MD
Chief Medical Officer
University Hospitals

Senior Vice President
University Hospitals Case Medical Center

Sherri L. Bishop, Esq.
Senior Vice President
Institutional Relations and Development
University Hospitals

Nancy E. Paton
Senior Vice President
Marketing & Communications
University Hospitals

Judy Ernest
Editor, *Legacy* Magazine

**Marcia Aghajanian, Kimberly Bonvissuto,
Michele Brown, Jenni Dixon, Pat Faller,
Mike Ferrari, Wyatt Hornsby,
Christopher Johnston, Chris McCullough,
Alicia Reale, George Stamatis,
Amanda Todorovich**
Editorial Contributors

**Al Fuchs, Joe Glick, Anthony Gray,
Russell Lee, Dan Milner, Jim O'Hare,
Guy-Vincent Ricketti, Mike Sands**
Photographers

Epstein Design Partners, Inc.
Design

On the Web
uhhospitals.org/legacy

Legacy is published by Marketing & Communications, University Hospitals, Management Services Center, 3605 Warrensville Rd., Shaker Hts., OH 44122. Telephone: 216.767.8500. Postmaster: Send address corrections to the above address. Copyright 2007, University Hospitals. All rights reserved.

DEPARTMENTS

- 2** From the Chief Executive Officer
Vision 2010 Takes Shape
- 3** Mail Call
- 4** Highlights
- 24** Advances
- 27** The Philanthropic Spirit
- 33** Reflections
Patient care drives plan for new cancer hospital

FEATURES

- 8** The Pain Detectives: Solving Knee Problems for Women
Knee pain caused Myrle Blackburn to give up her active lifestyle until the team at UH Joint Reconstruction and Arthritis Surgery found the perfect solution.
- 12** Vision 2010 Update
University Hospitals is looking boldly to the future with the purchase of 25 acres in Concord Township, innovative public art exhibitions at UH Case Medical Center and a new electronic records system that will enhance patient care and attract top-notch medical experts to the UH staff.
- 16** Umbrella of Care
Physicians in the University Hospitals Medical Practices network provide a new form of private practice.
- 20** Research Thrives at Wolstein
Because of the generosity of the Wolsteins, significant research breakthroughs are being made at the Iris S. & Bert L. Wolstein Research Building.

a message

from Thomas F. Zenty III Chief Executive Officer, University Hospitals



VISION 2010 TAKES SHAPE

Throughout our 141-year history, fall has always been an active season on the University Hospitals Case Medical Center (UHCMC) campus. This fall, as we welcome the latest class of medical students to the Case School of Medicine, we also mark the beginning of the greatest transformation our campus has ever undergone with the implementation of our strategic plan, Vision 2010.

As you may know, Vision 2010 is our strategy that outlines our vision for our health system in the year 2010. It consists of a series of unprecedented construction projects – both on our Case Medical Center campus and throughout our health system – that will enable us to advance our strategic objectives and significantly enhance patient care and achieve our mission: to heal, to teach, to discover.

Major projects on our main campus include the Quentin & Elisabeth Alexander Neonatal Intensive Care Unit (NICU) for our nationally recognized Rainbow Babies & Children's Hospital; a new adult Center for Emergency Medicine and Marcy R. Horvitz Pediatric Emergency Center; and a new 120-bed freestanding Cancer Hospital. Finally, plans are underway to build the state-of-the-art suburban Ahuja Medical Center located at I-271 and Harvard Road.

I am pleased to report that, as a result of unparalleled donor support, we have made great strides forward in realizing Vision 2010. Today, signs of change are visible throughout our campus, signifying that the transformation of University Hospitals is truly underway.

Highlights of our efforts to date and our plans for this fall include the following:

- Our existing NICU is being demolished in preparation for the construction of the new Unit, which is scheduled to begin this winter.
- The site of the new Center for Emergency Medicine is being prepared for demolition following the relocation of employees from our dormitory buildings. More than 1,000 employees have been relocated to our Management Services Center in Shaker Heights and to other areas of the Case Medical Center campus as part of the effort to prepare for Vision 2010.
- Club Isabella has been demolished to clear the site for our new Cancer Hospital. Construction fences have also been erected in anticipation of contractors beginning construction later this fall.
- Finally, signage for the Ahuja Medical Center was installed in September. The project will be presented to the City of Beachwood by the end of the year. And as soon as we receive the city's approval, we will begin construction in early 2008.

Over the next few months, the design for our NICU will be completed and designs for our Center for Emergency Medicine, Cancer Hospital and the Ahuja Medical Center will be in the final stages of development. During this time of unmatched growth and change on Case Medical Center campus and throughout our system, we look forward to working with our entire philanthropic community to turn our designs into reality.

On behalf of our dedicated women and men of University Hospitals, I thank you for your continued advocacy in our community and individual support of Vision 2010. UH

mail call

I have never struggled more in writing such a short note. I really wanted to take a moment to express my gratitude to the entire UH team for the wonderful care given to my mother. How do you put into words our shift from desperation to excitement? How do you truly thank trained professionals who may think they are "just doing my job" for saving my mom . . . Saving my mom!!



Ethel Morikis with her son, John.

It may be difficult to realize the impact each of you have, not just to a patient, but to an entire family. We were floundering, trying to provide my mother with the best care and yet things seemed to get continuously worse. My mother, who lives just outside of Chicago, was in bad shape and getting worse. It was turning into a nightmare. Eventually we found Dr. Michael Rosen . . . Thank God we found Dr. Rosen! There was no one else we wanted "pulling the strings" for our mother's health. His calm, confident approach put our entire family at ease as we entered the "bumpy part". He turned challenging issues into building blocks, tackling one issue at a time, utilizing the entire available team to help save my mom. (I think we received support from nearly every department in the hospital!)

To Dr. Rosen, I once again want to thank you for everything . . . for choosing this wonderful profession, for your great and skillful approach, but mostly for the care and respect you provided my mom.

To the entire UH team, I would like to encourage you to stay the course. You are a wonderful group of professionals on track to accomplish more than you ever dreamed. Each and every one of you makes a difference. Each of you contributes to make UH the best hospital in the world. Each of you contributed in saving my mom . . . and to that I say thank you!

Sincerely,

John Morikis,
President and Chief Operating Officer, Sherwin-Williams Company

Address your comments about UH, *Legacy Magazine* or topics therein to:

Letters, *Legacy Magazine*, University Hospitals, Marketing and Communications, 3605 Warrensville Road, Shaker Hts., OH 44122

Letters selected may be edited for length (350 words or less). Please include a daytime phone number where we may reach you if we have questions on your submission.

BIPOLAR DISORDER IN CHILDREN AND TEENS TO BE STUDIED



A \$17.6 million clinical trials contract was recently awarded by the National Institutes of Health to Case Western Reserve University School of Medicine and Robert L. Findling, MD, Professor of Psychiatry & Pediatrics at Case Western Reserve University School of Medicine, and Director of Child and Adolescent Psychiatry at University Hospitals Case Medical Center.



Robert L. Findling, MD

The Collaborative Lithium Trials, also known as "CoLT," will begin with a series of studies that will examine the safety and efficacy of lithium in the treatment of children and adolescents with bipolar disorder. The nationwide study is the first of its kind. The results will

provide the most comprehensive analysis of lithium treatment in children and adolescents to date.

Dr. Findling will serve as the lead investigator at Case Medical Center for the multi-site study. It is currently enrolling 60 children and adolescents in the first of several studies that will occur over four years across seven sites nationwide.

"Serving as the lead site in this comprehensive trial validates the dedication of many who are committed to continued advancements in the research and treatment of child and adolescent bipolar disorder," Dr. Findling said. "We are eager to continue enrollment and look forward to establishing future treatment protocols."

For an appointment, call 866.UH4.CARE.

CANCER CENTER RECEIVES HIGHEST RATING AND REMARKABLE \$25.5 MILLION FROM NIH

The Case Comprehensive Cancer Center (Case CCC) has been awarded \$25.5 million by the National Cancer Institute (NCI) for continued cancer research and expanded clinical trials. The funding represents a 10 percent increase in NCI funding to the center, the only one of 40 designated Comprehensive Cancer Centers in the nation to receive an increase. Many National Institutes of Health-related appropriations have been flat or declining. The \$25.5 million accompanies the center's NCI redesignation as a Comprehensive Cancer Center and an "Outstanding" rating, and is to be allocated in the amount of \$5.1 million each year for the next five years.

Under the direction of Stanton L. Gerson, MD, the Center brings together more than 310 basic- and clinical-science cancer physician and faculty experts from Case Western Reserve University, the Ireland Cancer Center of University Hospitals Case Medical Center and Cleveland Clinic Taussig Cancer Center.

"Our Center is one of only a few around the country that effectively brings institutions together. Cleveland is unparalleled in this regard. Through this collaboration, we can help many more patients while we make cutting edge discoveries. Our goal is to rapidly bring discoveries to clinical practice to improve the results for our cancer patients," stated Dr. Gerson, who also serves as director of the Ireland Cancer Center at Case Medical Center. More than 1,200 patients benefit from these clinical trials of new cancer treatments at the Center annually.

The Center is committed to education, community outreach, minority population cancer care needs and innovative cancer treatments for patients in Northern Ohio. The Center sponsors six NIH-funded training programs for graduate students, post-PhD and MD trainees, medical trainees and new faculty who come to Case because of the training environment.

The Center receives support from the Susan G. Komen 'For the Cure' Foundation, the Lance Armstrong Foundation and the American Cancer Society. It promotes cancer prevention and early detection programs using:

- Colonoscopy for colon cancer
- Blood tests and exams for prostate cancer
- A new swab test for cervical and endometrial cancer
- Digital mammograms for breast cancer

Center members also present cancer health screening and education programs throughout the region. "We are concerned that the Cleveland African American community suffers a high rate of cancer and often has a worse than expected outcome. For this reason, we have developed community outreach efforts and interactions with Cleveland medical practices to offer the best care for cancer as early as possible," said Dr. Gerson.

The Center is the only NCI Comprehensive Cancer Center in Northern Ohio.

RENOWNED PHYSICIAN TO LEAD RAINBOW'S GENERAL SURGERY DIVISION

University Hospitals Case Medical Center's Rainbow Babies & Children's Hospital has appointed Edward M. Barksdale, Jr., MD



as the new chief of pediatric general surgery. Dr. Barksdale will be the first holder of the Robert J. Izant, Jr., MD, Chair in Pediatric Surgery. "He is the perfect candidate to be the first physician to hold the Izant chair," said Jeffrey L. Ponsky, MD, chairman of surgery, University Hospitals Case Medical Center. "His recruitment is consistent with University Hospitals' investment in surgical innovation as a component of the Vision 2010 strategic plan."

Dr. Barksdale has been a leader in pediatric surgery at Children's Hospital of Pittsburgh since 1994. His work in early neonatal and fetal surgery includes performing the region's first ex-utero intrapartum procedure for a child with a life-threatening neck mass. He has introduced innovative procedures and care for children with complex surgical conditions, particularly in-utero malformations and Short Bowel Syndrome.

"Ed Barksdale's expertise will allow us to offer new procedures and programs for our patients in our newly-created Minimally Invasive Pediatric Surgery Center at Rainbow." said Alan R. Cohen, MD, surgeon-in-chief at Rainbow Babies & Children's Hospital.

Rainbow established its Minimally Invasive Pediatric Surgery Center in 2006, thanks to a \$1.5 million gift from The Cleveland

Foundation. The investment was the largest gift The Cleveland Foundation has ever given to a hospital. With continued support and additional funding, the hospital hopes to expand the services and minimally invasive surgical technology available to patients.

The Izant Chair is awarded to a prominent pediatric surgeon who will follow in the tradition of Dr. Izant, continually striving for excellence in pediatric surgery.

Dr. Izant was the founder of the division of pediatric surgery at Rainbow in 1958 and served as chief of that division, as well as surgeon-in-chief, until 1990. The Robert J. Izant, Jr., MD, Chair in Pediatric Surgery was established in recognition of his contributions.

For an appointment, call 866.UH4.CARE.

FARRELL NAMED PRESIDENT OF RAINBOW AND MACDONALD

Michael J. Farrell is the new president of Rainbow Babies & Children's Hospital & MacDonald Women's Hospital. He joins University Hospitals Case Medical Center in a newly defined leadership role.



Michael J. Farrell

In this role, Mr. Farrell has the responsibility for the revenue growth, development and operational management of both Rainbow and MacDonald. He oversees new construction projects as outlined in Vision 2010 and directs regional expansion.

He was formerly Executive Vice President and Chief Operating Officer of The Children's Hospital in Denver. His accomplishments at Children's included developing new satellite sub-specialty clinics and emergency services, creating new venture partnerships and overseeing new hospital construction. He reengineered the surgical services to improve utilization and exceed financial targets.

Prior to Denver, Mr. Farrell served as Senior Vice President, Administrative Services at Children's Healthcare of Atlanta and as Senior Vice President, Administrative Services at Scottish Rite Children's Medical Center in Atlanta. He also has experience in the pharmaceutical industry, holding positions at both Solvey Pharmaceuticals, Inc., and Smithkline Beecham Pharmaceuticals.

Highlights

RACE TO FIGHT BREAST CANCER

UH Ireland Cancer Center sponsored the 2007 Susan G. Koman Northeast Ohio Race for the Cure. Held in downtown Cleveland in September, the event once again raised money to fight breast cancer. More than 550 UH employees participated.

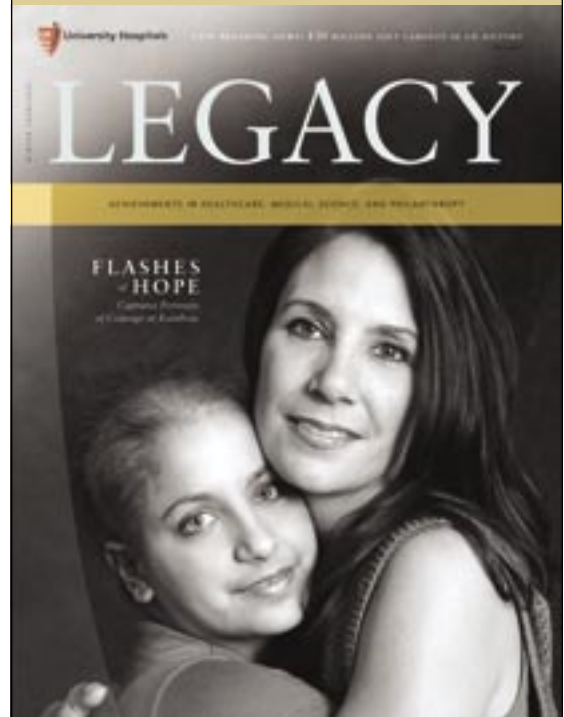


UHCMC RECEIVES SURGICAL QUALITY AWARD

University Hospitals Case Medical Center was one of 10 Ohio hospitals to receive the Surgical Care Improvement Project (SCIP) 6 Commitment to Quality Award for successful efforts to improve surgical processes of care.

The Centers for Medicare & Medicaid Services presented the award to UHCMC, one of more than 100 hospitals in six states to participate in SCIP. The project focuses on peer-to-peer sharing of resources, best practices and lessons learned to improve processes of surgical care and reduce surgical failure.

LEGACY MAGAZINE RECEIVES 2007 VISION AWARD



Legacy Magazine, the flagship publication of University Hospitals, has been recognized for excellence. The Flashes of Hope issue (Winter 2006/2007) won an Honorable Mention Award in the 2007 Vision Awards sponsored by the Cleveland chapter of the International Association of Business Communicators.

To view current or archived issues of Legacy magazine online, visit the Web site: www.uhhospitals.org/legacy.

RAINBOW IS BEST IN MIDWEST; UH AMONG TOPS IN AMERICA



University Hospitals Rainbow Babies & Children's Hospital has ranked best in the Midwest and #5 in the country in *U.S. News & World Report's* first stand-alone "America's Best Children's Hospitals" issue which features a detailed ranking of the finest pediatric facilities in the United States.

While, in the past, pediatric hospitals have been ranked based on reputation alone in the magazine's annual America's Best Hospitals issue, this expanded children's hospital ranking is based not only on reputation, but also on data and statistics about hospital performance and quality of care.

"We are very pleased and proud to be consistently ranked among the best children's hospitals in the country," said Fred C. Rothstein, MD, president and CEO of University Hospitals Case Medical Center. "The changes in methodology this year, and the new stand-alone issue make this honor even more prestigious. Ranking among the top five is truly a testament to the compassionate care and dedication of the talented staff at Rainbow Babies & Children's Hospital."

In addition, University Hospitals Case Medical Center is among the top hospitals in America in the following 12 categories, as ranked by the magazine:

- Cancer
- Digestive
- Ear, Nose & Throat
- Endocrinology
- Gynecology (especially fertility issues and female cancers)
- Heart & Heart Surgery
- Kidney Disease
- Neurology and Neurosurgery (including stroke and seizure disorders)
- Orthopaedics
- Psychiatry
- Respiratory Disorders

"These rankings are a testament to the hard work and collaboration of our talented medical staff and administration, and the remarkable support of our alumni," Rothstein said. "UH is truly honored to consistently make this prestigious list."

INFECTIOUS DISEASE PHYSICIAN RECEIVES \$700K AWARD



Arlene Dent, MD, Ph.D., Instructor of Pediatrics, Case Western Reserve University School of Medicine, physician of Pediatric Infectious Diseases, Rainbow Babies and Children's Hospital and researcher at the Center for Global Health & Diseases,

has been selected to receive The Career Awards for Medical Scientists (CAMS) from the Burroughs Wellcome Fund. The award, \$700K over 5 years, will allow Dr. Dent to conduct research in biomedicine, infectious diseases and metabolic disorders.

"I couldn't be more excited to receive this prestigious award from an institution that is dedicated to advancing the medical sciences by supporting research," said Dr. Dent. Her research goal is to understand the development of anti-malaria immunity in children.

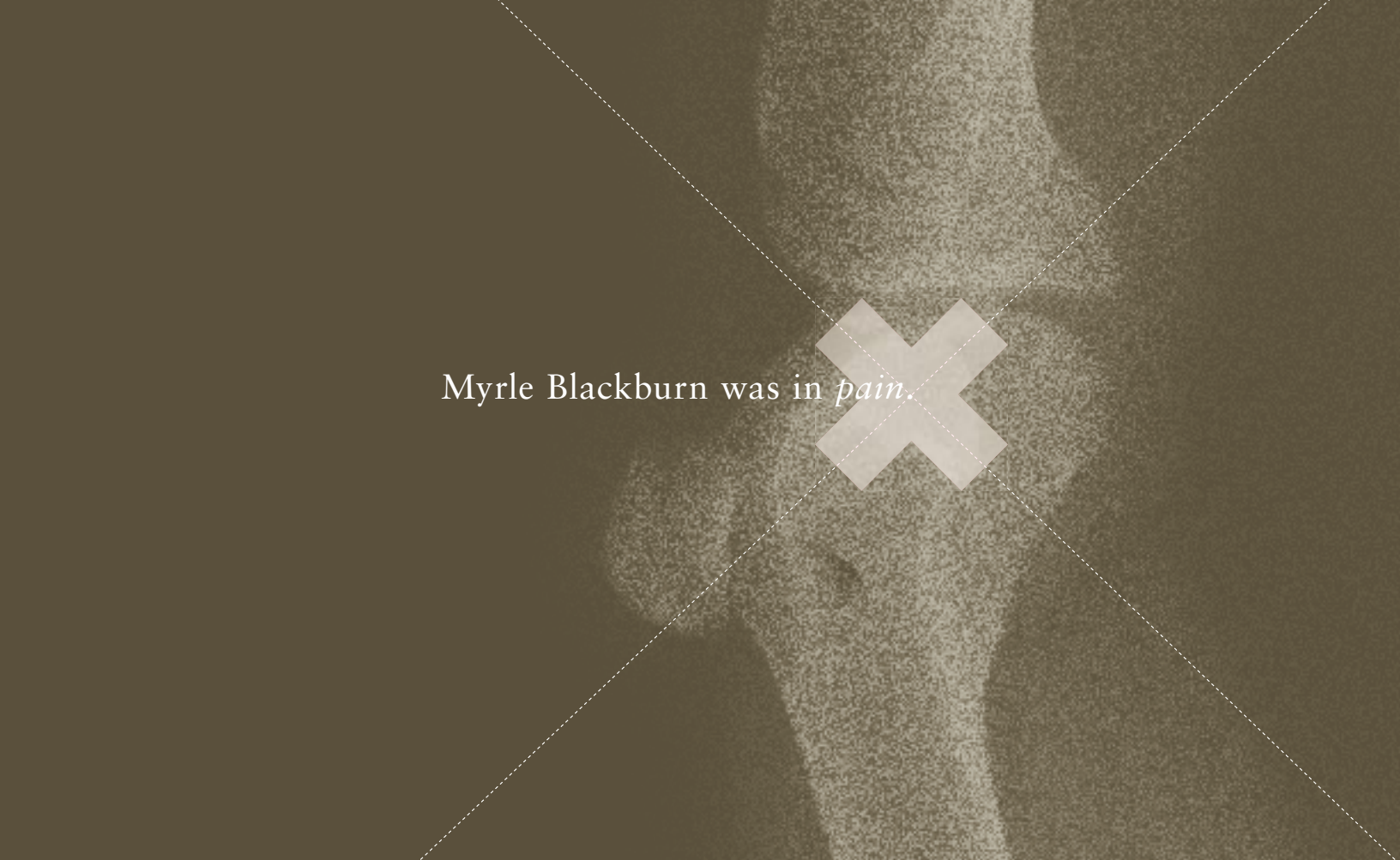
The study will take place in Kenya on the southern coast where there is moderate malaria transmission. With the results of this research, Dr. Dent hopes to identify functionally significant infant immune responses to malarial infection that will be essential for developing and monitoring blood stage vaccine in this highly susceptible population.

The award holds special meaning for the School of Medicine; Dr. Dent was one of four females to receive the award overall and only the second recipient at the School of Medicine in the twelve-year history of the CAMS category.

To make an appointment with a pediatric infectious diseases physician, call 866.UH4.CARE.

Caption Clarification/Recognizing CNPs at UH Hudson Health Center

In the Spring issue of *Legacy*, the credentials of Wendy Geaney; MSN, CNP; and Marie Vigue, CNP; were inadvertently omitted in a caption. *Legacy* apologizes for the omission.



Myrle Blackburn was in *pain*.

THE PAIN DETECTIVES

SOLVING KNEE PROBLEMS FOR WOMEN

By Kimberly Bonvissuto

The 70-year-old Chagrin Falls woman played tennis and was very active, but her knee pain forced her to sideline many of her favorite activities.

“I stopped playing, thinking the pain would go away,” she said.

It didn’t, and X-ray after X-ray showed her knee was bone-on-bone and getting worse. After four years of thinking “it might go away,” she found herself barely able to walk. Her orthopaedist, Dr. John H. Wilber, director of Orthopaedic Trauma Services at University Hospitals Case Medical Center, told her about an innovative new surgery being performed by his colleague, Dr. Matthew J. Kraay, director of Joint Reconstruction and Arthritis Surgery.

THE PAIN DETECTIVES

VICTOR GOLDBERG, MD; RICHARD GRANT, MD; MATTHEW KRAAY, MD; RANDALL MARCUS, MD; WILLIAM PETERSILGE, MD; AND ROGER WILBER, MD, SOLVE PATIENTS' PAIN PROBLEMS AT THE JOINT RECONSTRUCTION AND ARTHRITIS SURGERY DIVISION AT UH.



Arthur and Myrle Blackburn

Dr. Kraay was among the first in Ohio to use knee implants which specifically match women's anatomy. Women comprise about two-thirds of the more than 400,000 patients who have knee replacements annually. By 2030, it is expected that more than 3 million knee implants in both men and women will be performed.

Unlike traditional knee replacement implants, which were designed based on the combined anatomy features of men's and women's knees, this design is based on studies of more than 800 female knees. Researchers found that women's knees tend to be narrower than men's knees. This knee has a thinner profile, allows for more natural movement of the kneecap and is specially contoured for women.

"The better the job we can do in fitting the implant to the patient – regardless of whether it's hips or knees, men or women, large or small – the better we can reapproximate everyone's unique anatomy," said Dr. Kraay, who regularly performs several hundred joint replacements per year.

In September 2006, Mrs. Blackburn underwent knee replacement surgery. One year later she's back to exercising and doing most of the activities she did before the surgery.

"I'm absolutely glad I had it done," she said. "I was active before, and now I can continue all my former activities. I think Dr. Kraay is wonderful. He made me feel at ease and gave me confidence that everything would turn out well . . . and it did."

The UH Department of Orthopaedic Surgery, which is celebrating its 100th anniversary this year, has been at the forefront of joint replacement research and innovation over the past several decades.

About 1,100 hip and knee replacement surgeries are performed annually by six board-certified and fellowship-trained orthopaedic surgeons with subspecialty training in joint reconstruction.

UH Case Medical Center was ranked as one of the top 50 orthopaedic programs in the country by *U.S. News & World Report*, and the Orthopaedic Surgery Department has ranked Number One in the nation in six of the last nine years for research funding from the National Institutes of Health (NIH). The work done in the program's laboratories has helped orthopaedic surgeons around the world in the development of new implants, new internal fixation devices for bone fractures and more



Matthew Kraay, MD



durable orthopaedic materials, including ceramics and enhanced polyethylene. Joints today are being replaced with smaller incisions and longer-lasting implants.

"One of the things that has made our department great for 100 years is that we have kept track of our patients, looked up their outcomes and published those results for a century, making us a leader in orthopaedic surgery," said Dr. Randall E. Marcus, chairman of the Department of Orthopaedic Surgery. "All decisions and innovative research are done with quality patient care in mind," he added.

The Joint Reconstruction and Arthritis Surgery Division at UH has been working with other major joint replacement centers across the country on improving the longevity of implants. The department's research study earned an NIH grant of more than \$2 million, as well as the Hip Society's prestigious Otto Aufranc Award for innovative research and important advances in the management of hip disorders.

The research – conducted by Dr. Matthew Kraay, Dr. Victor M. Goldberg and Dr. Clare Rinnac, chair of Mechanical and Aerospace Engineering at CWRU – examined the plastic bearings used in joint replacements before and after implantation. The study looked at implant deterioration factors and how to make implants last longer.

Dr. Kraay compared this research to television's "CSI."

"We take the clinical, x-ray and operative findings on our patients with failed implants and perform a very careful engineering analysis on their implants. The ultimate goal of this work is to use this information to develop more durable and better performing orthopaedic implants that will result in better patient outcomes," Dr. Kraay said.

"We now have a better understanding of these materials and hope to continue evaluating the aspects of wear over time. Our goal is really to refine joint replacement technology that will allow us to replace hips and knees in patients of all ages, and for those replacements to potentially last a lifetime, regardless of a patient's age."



Randall E. Marcus, MD (right), confers with two interns

The Division of Joint Reconstruction and Arthritis Surgery also is one of three Ohio recipients – and the only Northeast Ohio recipient – of the 2007 HealthGrades Joint Replacement Surgery Excellence Award. The award is based on outcomes, patient safety and other quality measures and makes the UH program the area's only five-star program for both hip and knee replacement.

"Part of the reason we received the HealthGrades award is the fact that over the last 30 years or more, we've focused on all aspects of quality for our joint replacement patients, including the skills and training of our staff, evaluation and implementation of the latest technology and creating a hospital environment that promotes patient safety and superior results," Dr. Kraay said. "We've been pioneers in studying failures and successes, refining implant designs and improving surgical techniques. We have the science, the expertise and the training to offer new technology and improved outcomes for patients."

Myrle Blackburn's results attest to that. UH

To contact a doctor in the department, call 866.UH4.CARE.



Renowned History of UH Orthopaedics

The Department of Orthopaedics takes the University Hospitals Case Medical Center mission to heart – To Heal, To Teach, To Discover.

In its 100-year history, the Department of Orthopaedics has followed a successful practice of tracking patient outcomes, researching the success or failure of all surgical techniques, and publishing those results. That dedication to quality patient care sets UH apart.

At the turn of the 20th century, the idea of subspecialties and surgeons was just taking root in the United States. Leading the momentous changes were Western Reserve Medical School and Lakeside Hospital.

In 1907, Lakeside Hospital began offering orthopaedic services under Dr. Dudley P. Allen, surgeon-in-chief. That same year Rainbow Cottage – later to become Rainbow Babies & Children's Hospital – became affiliated with Lakeside to treat crippled children.

"Cleveland, at the turn of that century, was one of the biggest, most progressive, wealthiest cities in the United States," said Dr. Randall E. Marcus, Charles H. Herndon Professor and chairman of the Department of Orthopaedics. "And it was attracting physicians and surgeons from all over the United States who trained at the top facilities in Europe.

"Clevelanders are very fortunate to have some of the best care in the world, and this began in the beginning of the century."

Throughout the last century, the Department of Orthopaedics claimed several "firsts" in the field of discovery, including revolutionizing spine surgery – particularly the anterior approach, introducing progressive joint replacement techniques and developing innovative minimally invasive surgical techniques to treat complicated long bone fractures.

The department heads leading the charge behind these breakthroughs are well known in the field – Dr. Henry O. Feiss, Dr. Gordon N. Morrill, Dr. George I. Bauman, Dr. Maxwell Harbin, Dr. Charles H. Herndon, Dr. Kingsbury G. Heiple, Dr. Victor M. Goldberg, and Dr. Marcus.

Today the Department of Orthopaedics is characterized by fellowship-trained medical and surgical orthopaedists, each with expertise in a specific subspecialty – total joint reconstruction, spine, musculoskeletal, oncology, foot and ankle, hand and upper extremity, pediatric orthopaedics, shoulder and elbow, sports medicine and trauma.

1907
1917
1927
1937
1947
1957
1967
1977
1987
1997
2007

1. New land purchase in Concord Township will complement services at UH Geauga Medical Center.

2., 3., 4. A photographic collage along Euclid Avenue inspires those who pass by the construction site of the UH Case Medical Center construction site.



A STAR IN THE EAST

University Hospitals has acquired 25 acres off the Interstate 90/Route 44 interchange in Concord Township and is determining how to use the site to best serve rapidly growing Lake and Geauga counties. "We have seen a significant increase in the number of patients and physicians associated with University Hospitals in the Lake and Geauga county region, and we have analyzed expansion options in these communities for quite some time," said Achilles A. Demetriou, MD, PhD, President of University Hospitals.

"When this property became available, we recognized how perfectly it suits our needs and we seized the opportunity to purchase it. The location is easily accessible for residents in both counties and is highly visible."

The site is located at the intersection of Route 44 and Auburn Road and has frontage visible from I-90. Any project will be measured against the health care needs of the community and how it aligns with University Hospitals Vision 2010 strategic plan.

"University Hospitals is dedicated to making our nationally recognized health care services accessible to everyone in Northeast Ohio," said James Benedict, Senior Vice President, Ambulatory Operations and Community Hospital Administration.

"Studies show that people want high-quality care that is conveniently located, and we plan to give that to them."

UH's ultimate plans for the site also will complement services offered at UH Geauga Medical Center. UH recently committed nearly \$20 million for enhancements there. These include a state-of-the-art Emergency Department, a new Heart and Vascular Institute, a spine and orthopaedics center, and a weight loss center. Currently, Geauga Medical Center is planning a \$4.5 million surgical pavilion expansion and recently finalized a physicians' clinic within the hospital.

"Whatever we do at this site will be an extension of our strategy to solidify Geauga Medical Center as a regional hub for University Hospitals," said Richard J. Frenchie, President and CEO of Geauga Medical Center. "The Concord Township project will provide patients another access point into our system. In that spirit, we will look for opportunities to collaborate with other area health care providers at the Concord Township site."

Earlier this year, University Hospitals unveiled its plan to invest \$1.2 billion in building projects over the next five years as part of its Vision 2010 strategy. The projects include a new Cancer Hospital, the Ahuja Medical Center at Chagrin Highlands, an expanded Emergency Department at UH Case

University Hospitals is looking boldly to the future with the purchase of 25 acres in Concord Township, innovative public art exhibitions at UC Case Medical Center construction sites and a new electronic records system that will enhance patient care and attract top-notch medical experts to the UH staff.



Medical Center, an expanded neonatal intensive care unit at Rainbow Babies & Children's Hospital, enhancements at UH's community hospitals and new ambulatory health centers in growing communities. University Hospitals offers patient care in several Lake County locations, including health centers in Madison, Mentor, Willoughby, and the Lake University Ireland Cancer Center in Mentor.

UH HAS HEART FOR ART

Most people don't think of construction walls as art. Fortunately, University Hospitals did. Instead of chain link fencing around major construction projects at the UH Case Medical Center as part of Vision 2010, passersby are treated to large smiling images of UH patients and employees.

Artist Guy-Vincent Ricketti created this photographic collage, which went up in August. Prominently displayed along Euclid Avenue, the colorful, 8-foot-high panels range in length from 16 to 56 feet. The portraits are complemented by images of various University Hospital spaces.

This installation of public art stemmed from UH's commitment to being a good neighbor. As construction began for Vision 2010, unattractive protective barriers around the UH Case Medical Center campus seemed inevitable until the staff overseeing the construction made the bold choice to hang public art relating to the hospital and community.

"The thought of sitting here for two years behind gloomy walls facing Euclid Avenue just wasn't very exciting," said Steven Standley, the hospital's senior vice president of system services. "Out of respect for our neighbors in University Circle such as the Cleveland Museum of Art, we saw an opportunity to do something creative, especially when we considered how long the fences will be up."

Enter Ricketti, who has exhibited throughout the U.S. and in Europe. Last summer, he created "Identity," an exhibit of large portraits of people throughout Cuyahoga County that was displayed in Star Plaza near his gallery, Elevation Art, in Playhouse Square.

"This exhibition deals with the new identity of University Hospitals as the new face of healthcare," Ricketti said. "So I wanted the art wall to display portraits of the people behind the experience of healthcare here."

Now Ricketti is working on concepts for the walls that will soon encircle the site of the Cancer Hospital just down the street. He will periodically refresh the images to keep passersby intrigued.

"Guy did an exceptional job," Standley said. "He didn't make it commercial – he made it conceptual. We've been getting good feedback from a lot of different sources, employees, visitors, vendors, and our partners, so it's great."

5., 6. Electronic medical record management will replace the old paper files.

7. Holly Miller, MD, MBA



THE TOUCH OF A BUTTON

Why an electronic health record system at University Hospitals?

It will improve care, enhance patient safety and empowerment, and allow UH to recruit and retain the best and brightest caregivers.

An integral component of the health system's Vision 2010 strategic plan, the \$88 million investment will place UH at the forefront of electronic medical record management.

The EHR system will create a centralized record of relevant medical information, including each patient's demographics, medications, progress notes, medical history and laboratory data. The EHR will enhance both the continuity of care and the practice of 21st century medicine across University Hospitals.

Holly Miller, MD, MBA, a top physician informatics-expert with more than 11 years' experience implementing electronic health records, joined UH in February as Chief Medical Information Officer to oversee the EHR strategy and implementation.

"Dr. Miller brings a wealth of experience to UH," said UH President Achilles A. Demetriou, MD, PhD. "She comes at a pivotal time as we develop and implement this system."

AN INTEGRATED APPROACH TO PATIENT CARE AND SAFETY

"From a patient's perspective, the EHR will mean enormously enhanced continuity of care," Dr. Miller said. "No matter where you are seen throughout the

University Hospitals System your health information will be available to your caregivers. For instance, if you have surgery at UH Case Medical Center, and you go to the Urgent Care facility at UH Chesterland for treatment of a respiratory ailment, the Urgent Care providers will have your complete UH record at their fingertips, enabling the clinicians to provide optimal comprehensive care. The EHR will also enhance patient safety through system-generated alerts to clinicians such as medication interactions and allergies to medications. It will also remind providers about when your health maintenance tests are due."

EHR will also be vital in recruiting and retaining the best and the brightest. "Medical students, residents, fellows and practicing clinicians want to train and practice at an EHR-equipped facility," Dr. Miller adds. In 2004, President George W. Bush announced his goal to implement electronic health records by 2014. The initiative has bipartisan support in Congress.

The EHR is currently being developed with input from more than 300 nurses, physicians and other clinicians across UH.

Last year, UH launched a \$2.5 million upgrade to its existing Physician Portal, which links more than 7,000 physicians affiliated with UH across Northeast Ohio.

Implemented in 2004, the Physician Portal enables physicians from any of UH's 11 hospitals and 150 outpatient facilities to securely and confidentially access patient information.

6



VIEW RECORDS ONLINE

The EHR system will also feature a patient portal, also known as a Personal Health Record (PHR). This will provide patients with secure, online access to their personal medical information, including results, online patient registration and appointment scheduling, prescription renewal requests, and other health maintenance and health management services. A PHR will reduce time waiting on hold to schedule an appointment or request a prescription renewal. A patient portal will reduce the anxiety of waiting days or weeks for test results, and empower patients to manage their health care and track their progress.

“When someone is afflicted with a condition, a certain amount of their time and energy revolves around their own care for that condition,” Dr. Miller said. “Whatever we can do to make it more convenient or more efficient for patients – for instance, sending automatic reminders about appointments, or when health maintenance tests are due – is critically important.”

UH is working with a partner to build and implement a state-of-the-art PHR. The design group includes doctors, other clinicians, health information technology professionals, and patients will be able to access records in 2008. **U|H**

7



SYSTEM EXPERT JOINS UH TO IMPLEMENT ELECTRONIC HEALTH RECORD

University Hospitals has recruited Holly Miller, MD, MBA, a top physician informatics expert with experience in implementing electronic health records, to serve in the new position of Chief Medical Information Officer. She will oversee the strategy and implementation of the \$88 million system that will place UH at the forefront of electronic medical record management.

With 11 years as a physician and administrator, Miller served since 2005 as the managing director of eCleveland Clinic. She was responsible for Cleveland Clinic’s MyChart electronic personal health record, MyMonitoring, and VirtualVisit projects. She participated in the implementation and dissemination of the electronic system across the Clinic’s main campus, family health centers, and Florida facility. She joined the Clinic in 1999 as director of the clinical internet systems.

Dr. Miller will work closely with Dr. Demetriou and Nathan Levitan, MD, chief medical officer.

“This is a tremendous opportunity to start at the ground level to develop and implement a state-of-the-art electronic health record designed to serve the needs of the physicians, nurses, medical technicians, institutional support staff, and, most importantly, patients,” said Dr. Miller.

UMBRELLA *of* CARE

UHMP PHYSICIANS ENJOY A NEW FORM OF PRIVATE PRACTICE

By Christopher Johnston

Walking through his offices on the third floor of the UH Westlake Health Center, Charles H. Pavluk, MD, internal medicine and medical director, stops frequently to say hello to staff, pop his head into one of his seven partners' offices, or give a patient a friendly hug.

Along the way, he proudly cites all of the advantages of being a physician within the University Hospitals Medical Practices (UHMP) network. These include access to top-notch specialists as well as state-of-the-art technology and services available in his building, from radiology and physical therapy to the satellite offices of Rainbow Babies & Children's Hospital and the Ireland Cancer Center.

"The exciting thing about being a physician who belongs to UHMP is that he is free to develop his own tools to be the type of doctor he wants to be," Dr. Pavluk says. In his mid-50s, he says UHMP allows him to continue to grow. He believes he provides a much sharper brand of medicine now than he did when he joined the organization more than a dozen years ago.

Dr. Pavluk was one of the first physicians on the West Side of Cleveland recruited to UHMP by the master architect of this innovative approach to primary care and specialty medicine: Michael L. Nochomovitz, MD, president and chief medical officer of University Hospitals Medical Practices.



Michael L. Nochomovitz, MD

Today, the UHMP network of 400 physicians stretches across Northeast Ohio. The organization consists of the doctors in the UHMP general medical group and University Hospitals Management Services, the administrative arm of the organization that employs 1,300 staff members in the physicians' offices. This includes those who handle personnel, billing, collections, risk management, contracting and other aspects of practice management.

"The key to the success of UHMP has been the development of a strong team of experts in practice management," Dr. Nochomovitz explains. Essentially, UHMP's model enables physicians who prefer an entrepreneurial setting over a full-time faculty position at UH's Case Medical Center to operate as if they were in private practice, but with all of the advantages and benefits of working for a large health care system.



Charles H. Pavluk, MD with patient Dave Paul

“The *exciting* thing about being a physician who belongs to UHMP is that he has the opportunity and ability to develop his own tools to be the type of doctor he wants to be,” Dr. Pavluk says.

Physicians run their practices without having to rely on University Hospitals' infrastructure, yet they can leverage the hospitals' resources, capital, and negotiating ability. Thus, the cost of doing business is less than if the physicians were operating individually. “This model is very attractive to physicians who don't want to give up their autonomy, but do want to be aligned with a large health system,” says Dr. Nochomovitz.

“Being part of UHMP is as close to being in private practice as you can be without actually being in private practice,” says Bradley Hillard, D.O., UHMP Twinsburg Site Medical Director.

Additionally, UHMP represents the single largest portal of entry to University Hospitals, and accounts for more than 50 percent of the discharges from the wholly owned entities of the hospital system. That figure does not account for the significant number of UHMP physicians who are active in University Hospitals' partnership hospitals, particularly St. John West Shore and Southwest General.

Nationwide, similar private practice groups have been unsuccessful when they become associated with health systems, Dr. Nochomovitz said. “Doctors coming from the community ran their own practices fairly well,” he says. “So when they come to a hospital-based organization, where hospitals are not in the business of running doctor's practices, they struggle to succeed.”

The UHMP model has been so successful that it has received much national recognition. *Modern Physician* magazine featured it in a cover story in 2002. Moreover, as part of Vision 2010, the strategic initiative for the future of University Hospitals, the organization will soon add another 200 physicians throughout the network.

UHMP's physicians enjoy a diverse variety of advantages, including more affordable malpractice insurance. “Yes, we get a much better malpractice rate,” Dr. Pavluk confirms. “But more importantly, UHMP offers malpractice seminars for us, so we can learn how to sharpen our skills and give a better product so we don't end up in a malpractice situation.”

UH tapped as one of five test sites for national E-Prescribing report

University Hospitals was one of five national sites chosen by the Health and Human Services Department to test initial standards for electronically prescribing drugs under Medicare.



Alan Hirsh, MD with patient

University Hospitals Medical Practices (UHMP) and Ohio KePRO, the Quality Improvement Organization in Ohio, teamed up to study implementation of the standards in primary and specialty care physician offices. Both e-prescribing and non-e-prescribing practices participated.

The Medicare Prescription Drug Improvement and Modernization Act of 2003 requires that electronically transmitted prescriptions comply with uniform standards by 2008. The standards will improve Medicare beneficiaries' care by cutting costs, avoiding adverse drug reactions and improving process efficiencies.

The results recently presented to Congress were mixed. Three of the six test standards conveyed prescription information in the proper format for use in a Medicare Part D prescription drug benefit.

"The findings in this report, along with previously adopted foundation standards, demonstrate UH's commitment to

patient safety, and our efforts to advance electronic prescribing," said Ron Dziedzicki, Senior Vice President of Operations at University Hospitals Case Medical Center.

Some of the initial e-prescribing standards tested by the pilot project have potential but need development. These include patient dosage instructions, uniform drug terminology and collaboration between a patient's insurance provider and physician regarding specific prescriptions.

During participation in the study, dramatic efficiencies were noted. The medical staff in the e-prescribing offices improved their ability to issue prescriptions electronically. They also reduced their outgoing pharmacy calls compared to non-participating locations by 60% - 76%. At the recipient pharmacies, accuracy was greatly enhanced. The study also showed that e-prescribing reduced adverse drug reactions.

Dr. Hillard also likes the fact that UHMP membership entitles the physician to the necessary credentialing to be automatically placed on a wider range of insurance plans, which opens up a larger pool of potential patients.

UHMP doctors have access to an entire suite of physician-friendly electronic office tools that allow them to manage patient data more efficiently. These e-office components include eReferral, a practice management platform that offers patients and physicians easy online access to scheduling information; ImpactMD, an electronic record-keeping component that includes the physician's patient notes, dates of office visits, correspondence, consults, lab test results, referrals, and billing; and e-Prescribing, a time-saving component that enables physicians to write and track new prescriptions, monitor potential drug interactions, and authorize refills directly to the patient's preferred pharmacy.

ImpactMD also allows access to UH's Picture Archiving Communication System (PACS), so doctors can view radiological images on their PCs through a secure network.

"This technology removes a lot of stress and allows me to focus more time on patient care," reveals Dr. Pavluk.

UHMP also provides access to capital that a physician's office might require to add another partner or purchase major equipment. UHMP then depreciates the amount against the physicians' practice over a five-year period.

"If you were in private practice, you would either have to take out a loan or lease the equipment," says Dr. Hillard, who has seven partners in his Twinsburg practice. "Or, if you were adding a new partner to your practice, you would take a personal hit to your income to provide money to that doctor. But the hospital is able to do that for us."



Thomas Janicki, MD

Thomas Janicki, MD, director of the Pelvic Pain Center, University Suburban Health Center, South Euclid, discovered these benefits when he and his four

partners purchased ultrasound equipment to expedite the diagnostic process.



Brad Hillard, MD

“Being part of UHMP is as close to being in private practice as you can be without actually being in private practice,” says Bradley Hillard, D.O., UHMP Twinsburg Site Medical Director.

“By having the equipment in our office, we do the tests right at the same time and make our decisions the same day,” Dr. Janicki says. “Through UHMP, we are able to get a better deal on purchasing the major capital items.”

Dr. Janicki’s practice group had been affiliated with University Hospitals since 1970, but about five years ago, when private practitioners experienced “a malpractice crisis,” he says, they joined UHMP. “We really wanted to practice the way that we had,” he explains. “That meant we didn’t have to schedule eight patients an hour, because that doesn’t give us adequate time to talk to them.” Now, instead of being rushed, patients can dress and meet with their doctor in a more comfortable setting of a consultation room, rather than the examination room. “You can have a serious discussion and learn what the real issues are,” Dr. Janicki explains. “That certainly enhances our effectiveness in treating complicated issues.”

Like all UHMP physicians, Dr. Janicki and his partners provide a continuum of care for their patients through the UH system. Specialists in minimally invasive procedures, they perform

outpatient surgeries at their Green Road offices, as well as at the University Hospitals Women’s Surgery Center and at Richmond Heights Hospitals.

If patients need surgery, physicians have access to UH’s entire network of specialists. Because they are referred through the network, patients can schedule an appointment in a day or two, rather than fall into an endless chasm of voicemails and delays. To facilitate referral patients, UHMP doctors purposely keep openings in their schedules.

That network also allows UHMP physicians to expand their professional relationships, says Michael Koehler, director of UHMP Gastroenterology Associates, a four-doctor practice at the University Suburban Health Center. “Since joining, we have broadened and solidified some of our relationships with other internal medicine groups in the network,” he reveals. “It’s a partnership that will help us grow our practice, which helps the system as a whole be better.” UH

For an appointment, call 866.UH4.CARE.



The Iris S. & Bert L. Wolstein
Research Building

A research center that would benefit health care worldwide.

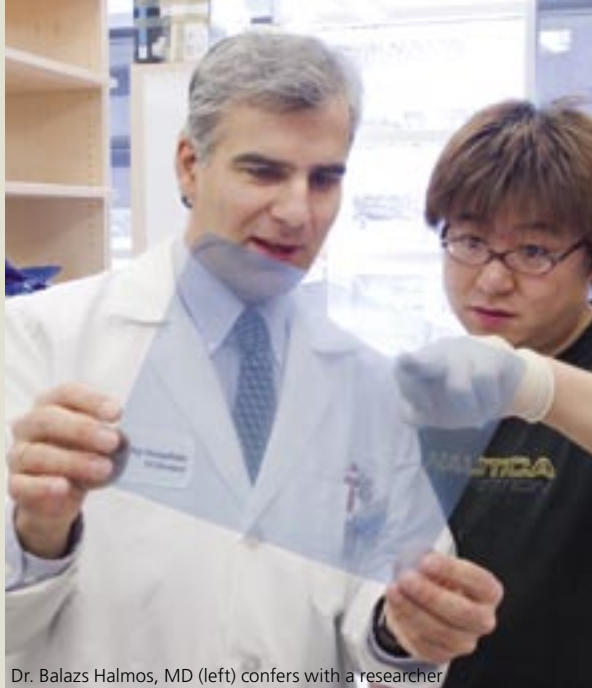
That was the hope when the Iris S. & Bert L. Wolstein Research Building was dedicated three years ago.

Research thrives at Wolstein

Because of the generosity of the Wolsteins, the hope is coming true.

This gleaming, eight-story facility made of limestone, metal and glass is a manifestation of the couples' desire to create an environment where significant medical research could be conducted. Since its opening, many important discoveries have already been made.

"The Wolstein Building provides an outstanding home to researchers like me," said Balazs Halmos, MD. "In these state-of-the-art facilities, we are able to conduct biomedical research in a very pleasant, highly interactive environment."



Dr. Balazs Halmos, MD (left) confers with a researcher



Lili Liu, MD, PhD (left) oversees research on cancer therapy




Led by Dr. Halmos, hematologist/oncologist with the Ireland Cancer Center, the research team followed up on their previous study related to lung cancer, published in the *New England Journal of Medicine*. That study found that lung cancer cells can become resistant to novel target agents, such as Tarceva (erlotinib), a medication in widespread use for non-small-cell lung cancer. Clinical applications of the new drug initially yielded good results with approximately 10 percent of patients experiencing complete remission of their disease.

However, in spite of the therapy's initial success, patients inevitably suffered a relapse of their disease. Dr. Halmos' studies confirmed the existence of a mutation, and insertion of this mutation into test cells rendered them resistant to Tarceva. These cells became resistant by undergoing a minuscule molecular change in the protein that the medication targets.

Further analysis revealed that the newly identified mutation was altering the protein's drug-binding pocket and thereby changing the "keyhole" so that the "key" – Tarceva – no longer fit. The researchers found that the new second-generation Tarceva-like medications can overcome this change and such drugs are now in development.

This latest study received an award at the annual American Association for Cancer Research meeting. Dr. Halmos and his team were able to predict molecular changes the tumors might take next to become resistant to this new class of agents.

A photograph showing several clear glass laboratory bottles with black caps. One bottle in the foreground is labeled "250 ml". The background is slightly blurred, showing more bottles and a laboratory setting.

UHCMC and Case together form the largest biomedical research center in the state of Ohio and, currently, 12th largest nationally.

“The open laboratories encourage scientific interactions and collaborations. The ready availability of outstanding core facilities provides us with much-needed research support in a very convenient and efficient way,” Dr. Halmos said. “The organization of laboratories on different floors follows the scientific interests and expertise of investigators. That further stimulates teamwork and collaboration.”

The Wolstein facility is an integral part of the leukemia research activities of C.K. Qu, MD, PhD. He and his associates are investigating the molecular mechanisms underlying the childhood leukemias induced by genetic lesions in the SHP-2 tyrosine phosphatase. This investigation is important because 50 percent of the pediatric patients with the development disorder Noonan syndrome, 35 percent of juvenile myelomonocytic leukemia, 6 percent of B cell acute lymphoblastic leukemia, and 2 percent of acute myeloid leukemia patients are associated with mutations in SHP-2. Dr. Qu’s laboratory is developing novel therapeutic agents that specifically target SHP-2 based on the SHP-2 selective chemical inhibitors he recently identified.

“For these research endeavors, the Wolstein facility provides space and shared equipment to my laboratory,” Dr. Qu said. “Also, the core facilities and other experienced investigators clustered in this building tremendously benefit our work.”



In September, the Wolstein Research Building was the site of the announcement of the largest NIH grant ever made in Ohio – \$64 million. Iris Wolstein and her late husband, Bart, were recognized for their vision of collaboration, as the work of the physician-scientists in the Wolstein Research Building helped obtain the grant. The NIH grant positions the region to secure additional funding for medical research and breakthroughs. From left, Fred Rothstein, MD, Executive Vice President, University Hospitals; Iris Wolstein; and Barbara Snyder, President of Case Western Reserve University.

A hematology/oncology researcher, Lili Liu, MD, PhD, investigates new drugs and new combinations of treatments to improve cancer therapy at the Wolstein Building. Because conventional treatments often cause serious side effects in the patient, Dr. Liu's research is shifting to biological mechanisms.

"New drugs are now being designed to target specific molecular features characteristic of cancer cells, including genetic mutations, factors causing changes in gene expression, structural changes in the proteins that are responsible for DNA repair, and alterations in signaling pathways," Dr. Liu said. "Recently, we developed two novel therapeutic strategies that efficiently enhance anticancer effect through selectively targeting tumor cells or relatively protecting normal bone marrow cells. They will be evaluated in clinical trial for cancer treatment."

Dr. Liu has found the environment is highly conducive to her scientific efforts. "The Wolstein Building provides an environment to promote integrity in research," she said.

It is a structure which is actualizing the dream of the Wolsteins.

"Bart firmly believed our gift would create an atmosphere in which to accomplish medical miracles to help the ills of humanity," said Iris Wolstein.

"I am certain that he would be pleased, as I am, with the diligence of the researchers in the use of this setting to stimulate solutions to the afflictions of our nation and the world beyond. **UH**

ATTACKING MELANOMA AND BREAST CANCER

Julian A. Kim, MD, chief of surgical oncology at the Ireland Cancer Center, has received a \$660,000 NIH grant to investigate new treatments using T cells to fight melanoma and breast cancer. It is hoped that results from this research could lead



Julian A. Kim, MD

to a pre-clinical trial that will help researchers learn how to most effectively select and obtain the T cells for this form of therapy. In future use with humans, the cells would be grown in the cell processing facility located in the Wolstein Building. The activated T cells would be reinfused into the bloodstream of the same patient to train their immune system to fight the cancer.

Dr. Kim is a physician who specializes in complex gastrointestinal cancer surgery; melanoma and sarcoma surgery; minimally invasive breast surgery; including nipple-sparing mastectomy; and minimally invasive breast procedures such as mammary ductoscopy.

For an appointment, call 866.UH4.CARE.

UH adds powerful mammography tool University Hospitals has converted to digital mammography for breast cancer screening. New digital mammography units have been installed at several UH facilities.

“Digital mammography is the single biggest advance in mammography in 30 years, and women throughout Northeast Ohio now have access to this powerful new tool at UH in the fight against breast cancer,” says Donna Plecha, MD, a diagnostic radiologist and administrative director of breast imaging, who oversaw the installation of these highly sophisticated pieces of equipment.

At UH Case Medical Center, a digital mammography unit was installed last November and a second one arrived last



Mammographer Kelly Baumann works with the powerful digital mammography unit.

December. Digital mammography equipment has been installed at UH Mentor Health Center; the Breast Center at UH Chagrin Highlands Health Center; and UH Westlake Health Center.

Digital mammography offers a number of benefits for doctors, hospitals, and, most importantly, patients. In general, digital mammograms are as good as film mammograms for diagnosing cancer, but significantly better for three groups of women:

- Women under age 50 (regardless of breast tissue density).
- Women with heterogeneously dense or extremely dense breast tissue (approximately 40 percent of patients).
- Premenopausal women and perimenopausal women (women who had a last menstrual period within 12 months of their mammograms).

These diagnostic advantages were reported in an important study published last year by the American College of Radiology Imaging Network.

To schedule a mammogram, please call UH's Breast Center at 216.844.3097.

New Transplant Institute Opens at UHCMC A dynamic new era of lifesaving therapeutics has begun at University Hospitals Case Medical Center (UHCMC), with the creation of the Transplant Institute of University Hospitals. The new Transplant Institute unites a multi-disciplinary team of specialists in the medical and surgical mission of treating patients with end-stage organ disease, including such potentially fatal conditions as heart, lung, liver, and kidney failure, and diabetes.

James Schulak, MD, director of the Division of Transplant and Hepatobiliary Surgery, is director of the Transplant Institute. “The Transplant Institute has a team of doctors to provide individualized care to each patient,” says Dr. Schulak. “Every patient is unique.”



James Schulak, MD

Since 1969, UHCMC surgeons have performed more than 2,500 solid organ transplants for adults and children, including kidney, kidney-pancreas, liver, lung and heart patients.

"Our patients can be diagnosed and treated in the Transplant Institute's outpatient setting," Dr. Schulak said. "The idea is to make the process as comfortable and convenient as possible."

The Institute coordinates all the necessary resources for the patient. That means the Institute's team of experts brings their care and expertise to the patient in a single setting – Mather Pavilion – rather than requiring the patient to travel to multiple locations.

The program enables every patient to become an active participant throughout all phases of the transplant experience. Patients are guided by a highly trained staff to expedite pre-transplant evaluation, inpatient consultations and outpatient follow-up after transplantation.

For an appointment, call 866.UH4.CARE.

Rainbow First in Great Lakes Region to use VeinViewer Rainbow Babies & Children's Hospital is the first hospital in the Great Lakes region to use the latest technology in intravenous (IV) placement, the VeinViewer. It is a device that uses a combination of near-infrared light and patented technologies to image vascular structures (veins) and project their location onto the surface of a patient's skin.



The VeinViewer shows where veins are located.

"The VeinViewer technology is allowing us to perform venipuncture procedures with fewer sticks," says Paul Smith, DO, Pediatric Intensive Care Unit at Rainbow. "Drawing blood and inserting IVs becomes less stressful for the child, parent, and the practitioner with the VeinViewer."

"The Venous Access Team at Rainbow is dedicated to perfecting IV placement in children. As the experts in venous access in children, our goal as nurses and physicians is to get the IV placed with one attempt in an effort to minimize the discomfort and anxiety experienced by the children we care for," says Joyce Deptola, RN, clinical nurse manager for the Pediatric Venous Access Team at Rainbow.

Although performed frequently, venipuncture is commonly seen as one of the most painful and anxiety-provoking invasive procedures for hospitalized children.

"It can be extremely difficult to insert an IV or draw blood from a child or a very small baby," says Deptola. "This technology is truly having an impact on patient care."

AIDS: UH is a Lifesaver Approximately 40,000 Americans and 4 million people worldwide become infected with HIV each year. University Hospitals Case Medical Center (UHCMC) could play a major role in cutting these figures.

The National Institutes of Health (NIH) has awarded seven-year, multi-million dollar grants to The Case Clinical Trials Unit centered at UHCMC for expanded research options in HIV treatment and pioneering advances of the Microbicides Trials Network.

The grant enables UHCMC's top-ranked AIDS Clinical Trials Unit to expand its clinical research in Cleveland and Kampala, Uganda. The award covers \$2.1 million for the first year of clinical trial research, and separate funds to support an immunology laboratory housed at Case Western Reserve University School of Medicine. It is one of five such funded labs in the nation.

The trials will also include the study of topical treatments such as foams or gels that could decrease or prevent the sexual transmission of HIV.

"Many challenges remain for persons with HIV infection," said Michael M. Lederman, MD, the principal investigator of the Case AIDS Clinical Trials Unit. "We will be able to provide Greater Clevelanders with the opportunity to participate in research that could save millions of lives."

For more information about these trials and volunteer opportunities, visit www.clevelandactu.org or call 216.844.AIDS.

Target: Liver Tumors The Ireland Cancer Center at University Hospitals Case Medical Center is the first in Northeast Ohio to use a new radiation treatment for patients with colon cancer that has spread to the liver. The noninvasive outpatient procedure uses microscopic radioactive spheres that target inoperable tumors without damaging the surrounding tissue.

Called Selective Internal Radiation Therapy (SIRT), studies have found that it reduces tumors more than chemotherapy alone and has fewer side effects than standard chemotherapy and radiation therapy.



Christopher Siegel, MD, PhD



Joseph LiPuma, MD

"A small catheter is guided into the hepatic artery in the liver and then placed in the artery that specifically supplies the tumor. The spheres lodge in the small blood vessels of the tumor and expose the tumor cell to high doses of radiation locally," explains Joseph LiPuma, MD, interventional radiologist at UHCMC.

"The radiation from the spheres travels only one centimeter from the source, and there is only minimal exposure of adjacent normal liver tissue. The spheres' radioactivity reduces the size of the tumor and halts its growth."

"Shrinking the tumors to a smaller, more manageable size gives patients more treatment options, which can help prolong life and, in some cases, even produce a cure," says Christopher Siegel, MD, PhD, liver surgeon at University Hospitals Case Medical Center. "There are not a lot of treatment options for metastatic colon cancer. This is a promising new treatment."

CyberKnife: Cutting Edge Technology

There is now another meaning to "cutting edge" technology.

University Hospitals Case Medical Center now offers CyberKnife® treatment for cancerous tumors and lesions in the spine and other parts of the body that were once diagnosed as "inoperable." CyberKnife, an intelligent robotic radiosurgery system, allows physicians to provide a targeted, painless alternative to surgery by providing treatment options for tumors that are otherwise untreatable as a result of their sensitive location in the body. The CyberKnife is the first



Douglas Einstein, MD, PhD, and Robert Maciunas, MD

and only commercial application of robotic stereotactic radiosurgery for the spine and the spinal cord. Combined with TomoTherapy® and the Gamma Knife®, the CyberKnife provides University Hospitals with the most robust suite of radiation therapy/stereotactic radiosurgery options for patients in Ohio. All three systems deliver high-energy radiation to destroy tumors while avoiding surrounding healthy tissue.

"The CyberKnife provides an option never before available for many cancer patients," said Robert Maciunas, MD, co-director of the University Hospitals Case Medical Center Radiosurgery Center.

"This only adds to our extensive treatment options. We are privileged to offer our cancer patients the most advanced care possible here at UH," said Douglas Einstein, MD, Ph.D, center co-director.

For an appointment, call 866.UH4.CARE.

the Philanthropic Spirit

Gift of art supports Otis Moss, Jr. UH Health Center



One of the murals which was hand-painted by GE employees.

Volunteers from GE Consumer & Industrial's Lighting Division of Cleveland have donated 13 hand-painted murals to University Hospitals. The murals, depicting butterflies, fish and flowers, now hang in the Otis Moss, Jr. University Hospitals Health Center in the Fairfax neighborhood.

A partnership of UH and Olivet Baptist Church, the Moss Health Center opened in November of 1997 to provide comprehensive care to a medically underserved area. The health center, located across the street from Olivet, was the vision of the church's long-time pastor, the Rev. Dr. Otis Moss, Jr. He worked closely with Edgar Jackson, MD, then-UH chief of staff and a deacon at Olivet, to open the health center, which UH and the church named in Dr. Moss's honor.

UH, GE and Olivet Baptist Church leaders gathered at the health center in May to dedicate the artwork and celebrate the center's approaching 10th anniversary.

"With all the support GE Consumer & Industrial provides across our community, we are thrilled to partner with University Hospitals," said Andrea Timan, council leader of GE Volunteers in Cleveland, who attended the event. "The 13 murals brighten and add color to this wonderful health center, making it a more comfortable environment especially for children. We look forward to a growing partnership with UH."

"This gift from the people of GE personifies volunteerism's impact on the UH mission and our community," said Dr. Jackson, now chief of staff emeritus and senior advisor to the presidents and CEOs of UH and UH Case Health Center. "It also has special meaning as we celebrate the 10th anniversary of the Otis Moss, Jr. University Hospitals Medical Center. I know Dr. Moss and our church, health center staff and patients, and the community and UH family are deeply grateful for the beauty these murals add to the center."



Anne Harmody (left) of GE; Carla Harwell, MD, of the Moss Health Center; Sherri Bishop of UH; Andrea Timan of GE; and the Rev. Dr. Otis Moss, Jr., celebrate the GE gift.

Mark your Florida calendars

Save the Date as University Hospitals returns to Florida to share exciting news on The Neurological Institute and the Advancement of our Strategic Plan: Vision 2010.

Tuesday, January 22, 2008
6:00 p.m.

Port Royal Club
Naples, Florida

Wednesday, January 23, 2008
6:00 p.m.

Boca Rio Club
Boca Raton, Florida



Five Star Sensation exceeds \$2 million goal, Huntington becomes presenting sponsor



Fireworks were provided by Master Pyrotechnic, David Carr, at the pre-party.

“Chef to the Stars” Wolfgang Puck returned to Cleveland for the 2007 Five Star Sensation – a culinary extravaganza to benefit University Hospitals Ireland Cancer Center (ICC). A sell-out crowd joined in the summertime festivities as 35 renowned chefs and 40 vintners from around the world provided a feast to remember. This year’s event was held on the site of the future UH Ahuja Medical Center at Chagrin Highlands in Beachwood.

Five Star Sensation exceeded its goal of \$2 million raised to benefit ICC this year. The total raised for Ireland since 1987 from this biennial event is nearly \$10 million.

Funds from the benefit support vital research efforts as well as community cancer screenings, cancer information service and many public education programs. Last year alone, the Cancer Information Service at Ireland received more than 2,500 calls from patients in need of information, advice and referrals for cancer care.

Huntington National Bank became the first Five Star Sensation Presenting Sponsor with a gift of \$100,000, part of its overall \$250,000 commitment to Vision 2010. We have been impressed and moved by the advanced research and compassionate

1. Celebrity chef Wolfgang Puck came from California, 2. Carole Carr (co-chair) and her husband, David, 3. Guests gathered at the Carrs for a pre-party on Friday evening, 4. Bernie and Rena Olshansky (left) with Boston chef Lydia Shire and her husband, Uriel Pineda, 5. New Orleans chef Paul Prudhomme, 6. Mebby Brown (co-chair) and her husband, Jack.





care given by the Ireland Cancer Center," said Huntington's Greater Cleveland President Jerry Kelsheimer. "As a local bank committed to this community, we are playing a part in the fight against cancer. Our hope is that we can encourage others to give as well, so that the Center can continue to advance and improve lives."

"The support of Five Star Sensation helps the Ireland Cancer Center in its mission to translate scientific discovery rapidly to patient care," said Stan Gerson, MD, director of the Ireland Cancer Center. As a result, cancer patients and their families have access to the nation's most advanced technology, vast experience and promising treatments

"For 20 years, Carole Carr has been the heart and soul of Five Star Sensation. Driven by a passion to promote Ireland Cancer Center, Carole asked her long-time friend, celebrity chef Wolfgang Puck, to serve as honorary chair in the early years, a role he has continued. With Mebby Brown's expertise as co-chair and the hard work of hundreds of dedicated volunteers, this year's event proved to be magical," said Fred C. Rothstein, MD, president of University Hospitals Case Medical Center.



Jerry Kelsheimer



Joseph R. Calabrese, MD

Joseph R. Calabrese, MD, named first chairholder in Bipolar Research

University Hospitals Case Medical Center (UHCMC) announced that multiple friends and supporters contributed \$1.5 million to establish the Bipolar Disorders Research Chair in honor of its first incumbent, Joseph R. Calabrese, MD. Upon his retirement, the chair will be named in his honor.

Dr. Calabrese has lead groundbreaking treatment innovations directly responsible for improved mental health throughout the state, country and world. His exemplary work in psychiatry has set the benchmark in his field and has led to numerous academic and meritorious distinctions.

In May, Dr. Calabrese also received a \$7.1 million research grant from the Department of Defense to study the "Resilience and Risk Factors Associated with Combat-related Posttraumatic Psychopathology." It is the first study ever sanctioned by the government designed to evaluate serious mental illness as well as normal post-deployment readjustment issues impacting military personnel, particularly Iraqi war veterans and their families.

In 2005, Dr. Calabrese served as the principal investigator in a national study of the antipsychotic drug, Quetiapine where it was found in short term trials to be an effective treatment option in manic and depressive phases of bipolar disorder. The study encompassed 39 sites throughout the country and included 539 patients. The drug was later approved by the FDA for treatment use.

In 1989 Dr. Calabrese established the Mood Disorders Program at UHCMC and still serves as the program's director. He also co-directs the National Institute of Mental Health-funded (NIMH) Bipolar Research Center at UHCMC that was created in 2003 with the help of a \$2.7 million grant.

For an appointment with the Mood Disorders program, call 866.UH4.CARE.



Alvin H. Schmaier, MD named to prestigious cancer chair

Alvin H. Schmaier, MD, Chief of the Division of Hematology/Oncology at University Hospitals Case Medical Center (UHCMC) and Case Western Reserve University School of Medicine, has been appointed to the prestigious Robert W. Kellermeyer, MD, Chair in Oncology.

The Kellermeyer Chair was established in 1993 to honor Dr. Kellermeyer's 40-plus years of dedicated service to UHCMC. Dr. Kellermeyer, an outstanding clinician and major contributor to medical education, is a Case Professor Emeritus of Medicine. The Kellermeyer Chair was previously held by James Willson, MD, former Director of the University Hospitals Ireland Cancer Center.

Dr. Schmaier, a renowned expert in blood disorders, joined UHCMC in 2006 from the University of Michigan. Dr. Schmaier's major investigative work is in blood disorders and anticoagulant development. His research has led to the development of a new blood-clotting inhibitor, Thrombostatin, and he is the founder of Thromgen, Inc., in Ann Arbor.

"Dr. Schmaier's focus on bringing basic science rapidly into clinical practice truly embodies the spirit of the Kellermeyer Chair," said Richard Walsh, MD, Chairman, Department of Medicine at UHCMC and Professor of Medicine at Case. "The development of this Oncology Chair has helped us to recruit and retain the

brightest in the field of cancer and we are pleased to have Dr. Schmaier hold this Chair. Dr. Schmaier was our first choice to lead the Division of Hematology/Oncology after a national search that revealed a host of outstanding candidates and we are pleased to have him in the Department of Medicine."

"Dr Schmaier embodies the most outstanding qualities of a physician scientist," said Dr. Stanton Gerson, who is also Director of the Case Comprehensive Cancer Center. "As Chief of the Division of Hematology/Oncology, he provides an excellent role model for the transfer of discovery to new patient care while being an outstanding physician. Dr Schmaier is further strengthening our national reputation in both cancer and hematology expertise at UHCMC. He is a terrific colleague."

Since joining UHCMC, Dr. Schmaier and a team have established the Vascular Medicine Clinic for patients with blood clotting disorders, thrombosis and anti-coagulation therapy problems. The multi-disciplinary clinic provides advanced diagnosis and treatment for these hematologic and vascular problems. Further, Dr. Schmaier envisions that vascular medicine targets are becoming increasingly important for new cancer therapies.

For an appointment, call 866.UH4.CARE.



Alvin H. Schmaier, MD

National City Bank donates \$1.5 million to Vision 2010, names glass bridge at Rainbow

A glass bridge that will literally let visitors see all the colors of the rainbow will be named in honor of National City Bank for a \$1.5 million gift to University Hospitals Rainbow Babies & Children's Hospital.

The gift will go toward University Hospitals' \$1.2 billion Vision 2010 plan, which represents the largest expansion of facilities in UH history.

"National City is proud to support University Hospitals' Vision 2010 plan and Rainbow Babies & Children's Hospital," said Philip L. Rice, President and CEO, National City Bank. "By supporting University Hospitals, National City is able to help make our community a better place to live and work, which has always been one of our primary goals. Rainbow is one of Northeast Ohio's true treasures, and we're honored that our donation will both enhance the hospital's function and bring a smile to families."

The National City Bank Bridge will connect Rainbow's new 40-bed neonatal intensive care unit (NICU) to the current neonatal transitional care unit, all on the fourth floor of the Horvitz Tower. Plans for the new NICU, expected to be completed by 2008, consist of renovating 29,000 square feet of existing space in Rainbow. The glass bridge also will become a signature architectural feature within the Horvitz Tower. The bridge will span an existing courtyard that also is being renovated to make it more child friendly and inviting to patients and their families.



The National City Bank glass bridge will span the distance from the current neonatal care to the new unit at Rainbow.



Edward F. Crawford

Crawford advocacy work honored

Rainbow Babies & Children's Foundation has established the Dr. Edward & Melanie Cushing Advocacy Award for Rainbow Babies & Children's Hospital. It honors individuals whose advocacy efforts for Rainbow have made a dramatic difference in the hospital's ability to care for and heal children.

The award is named after Dr. Edward and Melanie Cushing who committed their professional and personal time to helping area youth more than 100 years ago.

The Foundation honored Edward F. Crawford, chairman and chief executive officer of Park-Ohio Holdings Corp., with the inaugural presentation of the award in recognition of his work on behalf of Rainbow. Like Dr. & Mrs. Cushing, Mr. Crawford's relationship with the hospital spans several decades. He has supported Rainbow and the children it serves without seeking recognition or acknowledgement for his actions.

Mr. Crawford was instrumental in helping make a change in federal requirements that has allowed Rainbow to expand and renovate its Neonatal Intensive Care Unit (NICU), and has helped Rainbow secure millions of dollars in government appropriations. Through the creation of this award, the Foundation hopes to bring greater awareness to the community about the importance of child advocacy and the ways in which strong advocates can give a voice to children who cannot vote.

Dr. Cushing was a member of a prominent Cleveland family which was deeply-rooted in medicine during the late 1800s and early 1900s. Edward, a pediatrician, and his wife, Melanie, worked to combat preventable illnesses and mortality in children. Melanie was a founding member of the Babies' Dispensary and Hospital in 1907. Dr. Cushing was a driving force in the founding of Babies and Children's Hospital, a forerunner of the current Rainbow.



Joy and Tom Murdough (foreground) with Neil Korman, MD, PhD and Kevin Cooper, MD

Murdough gift funds psoriasis center UH opens nation's first interdisciplinary clinic for psoriasis care

"Caring for the whole patient" has taken on a new meaning at University Hospitals Case Medical Center.

University Hospitals' Department of Dermatology has opened the nation's first interdisciplinary care approach to psoriasis. At the Murdough Family Center for Psoriasis Clinic, patients can see Drs. Neil Korman and Kevin Cooper, leaders in psoriasis treatment and research, as well as a multidisciplinary team in dermatology, psychiatry, rheumatology, nutrition, and nursing.

Those with joint disease (related to psoriasis) can be seen by a rheumatologist, Elizabeth Roter, MD. For the emotional toll that psoriasis takes on patients and families, Dr. Joseph Locala, a prominent Case Medical Center psychiatrist, sees patients in the clinic. Specialized Nursing and Nutrition services are also offered.

The clinic was made possible by a \$5 million gift from The Murdough Foundation to University Hospitals Department of Dermatology to advance the research and treatment of psoriasis. In September, the Center received a very competitive NIH grant of \$6.8 million for translational research in psoriasis. The Center for Psoriasis supports and stimulates both basic and clinical research, along with treatment for, and education about, psoriasis. (For more information, log on to www.murdoughpsoriasis.org).

In addition, the Murdough Family Center for Psoriasis is developing a community outreach network under which patients with psoriasis can be seen by dermatologists in the community. This network, LIFEDERMNET (The Leaders Initiative for Excellence in Dermatology Network) will be staffed by nurse practitioners and physicians who are part of the Murdough Center.

For an appointment, call 866.UH4.CARE.



Brain Tumor Center established with gift from Ferchill family



Back row, left to right: David Kempton, Meredith Kempton, Sharon Ferchill, baby Jennifer Kempton, Nick Swingos, Melissa Ferchill Swingos, John Ferchill, Chris Ferchill, Donna Ferchill, baby Anthony Ferchill

Front row, left to right: Sam Kempton, John Swingos, Matthew Kempton, Daniel Swingos, James Swingos

The Jennifer Ferchill Brain Tumor Center was officially launched at a July reception at Rainbow Babies & Children's Hospital. Through a significant leadership gift from the John and Sharon Ferchill family, the center is in memory of the Ferchills' daughter.

"We lost our daughter, Jennifer, 25 years ago to a brain tumor," said Cleveland-based real estate developer John J. Ferchill. "With this center dedicated to her memory, Jenny's legacy will inspire hope for patients and their families for generations to come."

As a group, brain tumors are the most common solid tumors in children younger than 15. Despite advances in recent years, brain tumors have surpassed leukemia as the leading cause of cancer death in children. Rainbow Babies & Children's Hospital is devoted to conquering brain tumors in children.

"While the Jennifer Ferchill Brain Tumor Center will accomplish many goals in diagnosis, treatment and research, its mission will be singular: to help patients recover and grow into happy, healthy adults," said Fred C. Rothstein, MD, president, University Hospitals Case Medical Center. "The Ferchills' dedication to and support of this mission with a leadership gift is deeply appreciated."

Rainbow leads the state of Ohio in surgical outcomes for treating brain and spine tumors, and is the #1 children's hospital in the Midwest.

The Jennifer Ferchill Brain Tumor Center combines Rainbow's expertise in pediatric cancer and neurological care, and is led by two preeminent physician-scientists. Alan R. Cohen, MD, Rainbow's Surgeon-in-Chief, Chief of Pediatric Neurosurgery and Director of the Minimally Invasive Neurosurgery program and John J. Letterio, MD, Chief of Pediatric Hematology/Oncology at Rainbow will co-direct the brain tumor center.

"Our family was blown away by the vision of Dr. Cohen and Dr. Letterio. We knew that partnering with them to advance the treatment of pediatric brain tumors was something we just had to do," added Melissa Ferchill Swingos, vice chair of the Jennifer Ferchill Brain Tumor Center Cabinet and member of Rainbow National Leadership Council.



Alan R. Cohen, MD

"Rainbow has unparalleled expertise in its medical and surgical specialties that will enable us to become a destination center for pediatric brain tumors," said Dr. Cohen. We are grateful to the Ferchill family for their generosity in providing the resources that will bring the best treatments and latest advances from the laboratory to the bedside to help save the lives of children from Ohio and around the world."

The Jennifer Ferchill Brain Tumor Center will house a specialized brain tumor clinic for diagnosis, treatment and clinical decision-making, along with fully-equipped laboratory space for basic and clinical research. The new center addresses two key priorities for University Hospitals Vision 2010 strategic plan as it combines the expertise of two health care flagships – Rainbow Babies & Children's Hospital and Ireland Cancer Center.

"We are so pleased to make this contribution to the great work being done at Rainbow Babies & Children's Hospital, and we encourage others to join with us in supporting these efforts and to further the momentum in helping the Rainbow team conquer pediatric brain cancer," said Sharon Ferchill.

For an appointment, call 866.UH4.CARE.

reflections

Patient care drives plan for new cancer hospital



Stanton L. Gerson, MD

Exceptional hospitals treat patients, not diseases. As University Hospitals Ireland Cancer Center continues the exciting process of planning and building a new cancer hospital on the UH Case Medical Center campus, that philosophy influences everything we do, just as it has for over 20 years.

Now, with perceptive and vital suggestions from Ireland Cancer Center's multidisciplinary teams of physicians, nurses and ancillary staff, and overall guidance from the architecture firm Cannon Design, the vision is taking shape. We are carefully mixing modern designs for patient access, travel through the hospital, quiet spaces and state of the art technology to create a new patient-centered hospital. It will house diagnostics, medical, surgical and radiation treatment, clinical trials, education, and support services under one roof.

The new free-standing, 300,000-square foot, 120-bed cancer hospital will be adjacent to Mather Pavilion. It will provide an uplifting environment for our physicians, nurses, staff and patients alike. The hospital will be responsive to the needs and concerns of caregiver, patient and family, assuring our priority of delivering advanced, individualized care to all our patients.

We start by emphasizing a patient-centered philosophy. As examples, we are making certain that patients can receive their care with minimal waiting time for exams and treatments so that they can maintain their busy daily lives. Appointment scheduling makes it possible to have a one-stop shop so multiple

doctors go to the patient rather than having the patient move between doctors' exam rooms. Diagnostics and treatment facilities are juxtaposed for everyone's convenience.

We are incorporating current best practice methods of hospital design to add benefits to inpatient health and quality. These include spacious, single occupancy hospital rooms to accommodate family members' overnight stays, noise level reductions, and easy to navigate traffic patterns. Exercise facilities, internet access and food and beverage shops are among distinguishing hotel-style amenities. We opt for green space and natural lighting wherever possible. And, Bob and Cindy Schneider have provided a generous \$2.75 million gift for a life-affirming healing garden to give patients and families a quiet place to cope with the challenges of cancer treatment. Also, just as some standard inpatient therapies have evolved into outpatient care, we leave a little wiggle room to accommodate changes that, in 2007, we cannot fully anticipate.

We are in the midst of a sea of change in hospital culture. And though we are a few years away from welcoming the first patients into our new hospital, we've already begun to shape their care.



Sharon Ferchill hugs her grandson after speaking about the loss of her daughter to a brain tumor 25 years ago.

Turn to page 32 for the story.

LEGACY MAGAZINE

University Hospitals of Cleveland
Marketing and Communications
11100 Euclid Avenue
Cleveland, Ohio 44106-5000

PRESORT STANDARD
US POSTAGE
PAID
CLEVELAND, OH
PERMIT NO 412