

NO TWO A LIKE

OPEN LINES

UF HEALTH JACKSONVILLE // EMPLOYEE NEWSLETTER // OCTOBER / NOVEMBER 2015



**New branding campaign
was built on the premise
that each patient is unique.**

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Dear UF Health Jacksonville:

Open enrollment for employee benefits is upon us once again. By Oct. 23, I hope you will have carefully made the selections that best suit you and your family for the coming year. While reading through benefits materials and weighing options may not be considered exciting, I believe the process does point to one of our hospital's most attractive features for employees.

Our medical plan continues to be as competitive as any in the area, including those offered by other health care organizations. While you're enrolling in a health care plan, you can sign up for a health and wellness assessment that can credit money back into your paychecks. Think of it as another benefit of taking care of your health while improving your quality of life!

Employee Wellness offers monthly seminars featuring experts discussing everything from nutrition and exercise to sleep and relaxation techniques. The Wellness Team will even come to departments to talk about a variety of topics. You also don't have to go very far for fitness services — a YMCA is located in Tower II.

UF Health Jacksonville also offers a 401(k) plan that matches up to 6 percent of your salary after one year of employment. We also offer tuition assistance, discounts on services from business partners and an employee assistance program. Personal leave time, which accrues at a productive rate of six to 11 hours per pay period (depending on your years of service), is available for you to use for vacations and illnesses.

While we're working toward wrapping up performance appraisals by November, I'm happy to report that employees who have met or exceeded standards can look forward to a 2 percent salary increase in January. This is the third consecutive year we've been able to offer a pay increase.

I am proud of the benefits we offer our employees. You deserve them. I know you are working hard every day to make UF Health Jacksonville the best it can be.

It continues to be my privilege to be your CEO.



UF Health North: Exceeding Expectations

On Feb. 16, UF Health North officially opened its doors to the public and began providing high-quality health care to the residents of Northeast Florida and Southeast Georgia.

It's only been seven months and the success of the new outpatient medical complex has exceeded all expectations and continues to receive rave reviews from patients. The volumes speak for themselves.

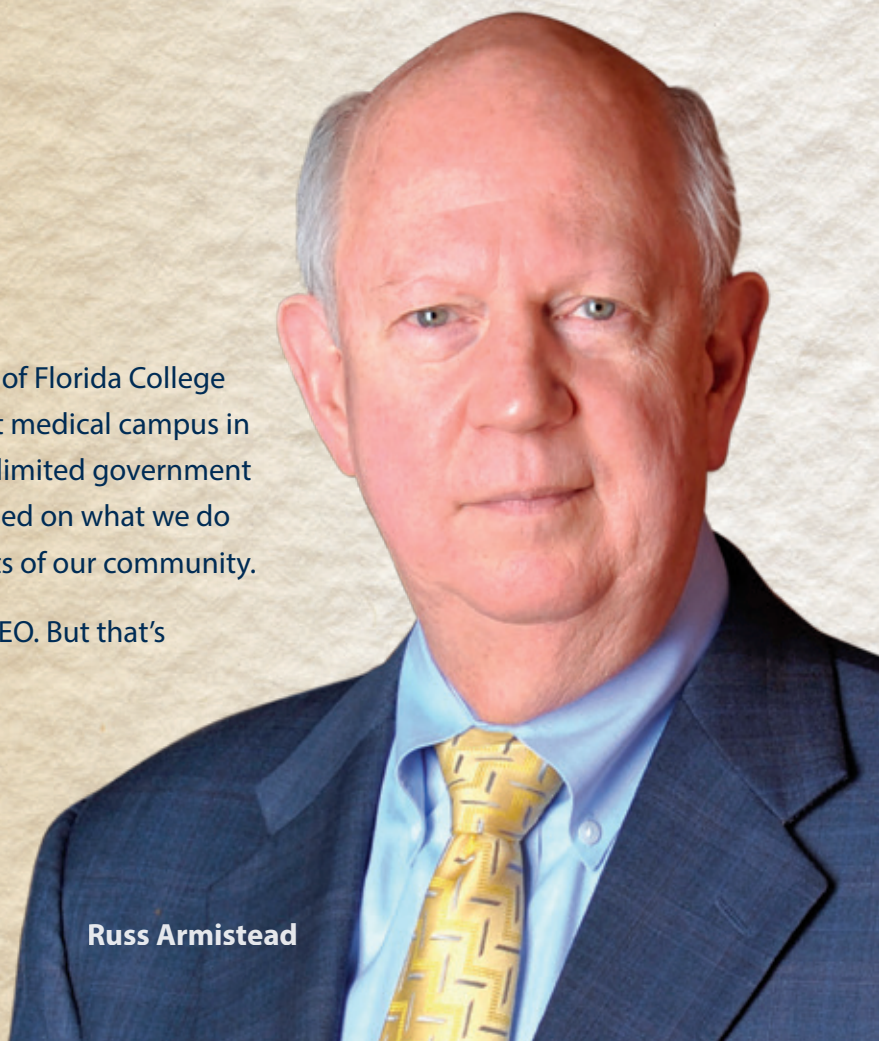
- ▶ Admissions to 8th St. – 1,675
- ▶ E.R. visits – 15,844
- ▶ Laboratory tests – 31,123
- ▶ Outpatient surgeries – 967
- ▶ Radiology visits – 20,798 (scheduled and emergency)
- ▶ Rehabilitation visits – 1,633



It's Easy to Provide Great Health Care When You Have a Great Health Care Leader

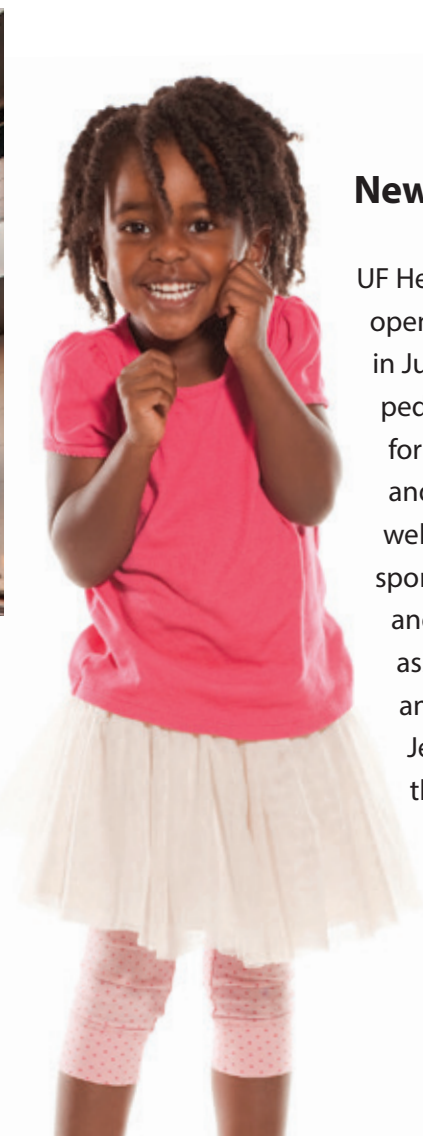
From building on our collaboration with the University of Florida College of Medicine – Jacksonville to opening a state-of-the-art medical campus in an underserved area to navigating the complexities of limited government funding for hospitals, Russ Armistead keeps us all focused on what we do best — providing excellent medical care to all segments of our community.

We're proud that he's now recognized as an Ultimate CEO. But that's something we've known all along.



Grown-ups aren't the only ones who get great care!

UF Health North's emergency room isn't just for adults. Our physicians have special training and expertise to treat pediatric emergencies, too. They're here 24/7, ready to care for those you care about the most.



New Kid on the Block

UF Health Pediatrics – North opened on the new campus in July. The practice offers pediatric primary care services for newborns to adolescents and young adults, including well-child care, school and sports physicals, immunizations and preventive health assessments with nutritional and developmental screenings. Jennifer Knight, MD, serves as the medical director.

To make an appointment for your child, call 383.1540.

I Comply!

Gifts, Gratuities and Interactions with Others

Corporate Compliance, Human Resources and the Office of Development would like to remind everyone of our Gratuities and Gifts policy and provide education on the limitations of accepting gifts or other offers of value.

We've all been trained not to accept gifts, but have you ever wondered why? What's the harm in accepting something like a gift basket, a free meal, free continuing education units or a gift card from a vendor?

Gifts from vendors — even small ones — are often designed to influence business decisions. These gifts can elicit a desire to reciprocate in some way or to return the favor, regardless of the value of the gift. Even if this does not occur, it gives the impression that the vendor is influencing our decision-making with respect to our patients' health care needs. We run the risk of non-compliance with various laws aimed at preventing fraud, waste and abuse. This can also create a conflict of interest or an inappropriate relationship which could be harmful to our reputation.

In addition to our own internal policies that prohibit staff from accepting gifts, UF Health Jacksonville is also subject to the Open Payments Act, a new law that requires vendors to publicly report any free value (also known as a "gift") that they transfer to our organization employees or physicians. If a vendor offers you a gift, takes you to dinner, or pays for your travel, it could be reported on the federal government's website. This public reporting allows anyone (patients, government officials and others) to misinterpret the nature of relationships with vendors that could cast a negative light on the organization.

Gifts or tips from patients should also not be accepted. Our best gift from them is a great patient experience. If a patient insists on giving you something, speak with your supervisor or a compliance representative.



Important Tips

In addition to the following tips, we invite you to review UF Health Jacksonville's Code of Conduct and the Gratuities and Gifts policy (HR-02-020), both available on the Bridge. If you have questions or concerns about a gift or other issue, please contact Corporate Compliance at 244.1979 or Human Resources at 244.9690.

Tips to remember

- ▶ Gifts or items of value provided by vendors are not to be accepted. Employees are not to solicit items of value from vendors.
- ▶ Gifts or items of value provided by patients or their family members are not to be accepted.
- ▶ Gifts or items of value provided to employees from other employees, your supervisors and the hospital are acceptable.
- ▶ If you are unsure about what you can or cannot accept, contact Corporate Compliance.

What should I do if I am offered a gift or something of value?

- ▶ Politely decline the gift or offer.
- ▶ Notify your supervisor.
- ▶ Contact Corporate Compliance.

UF Health home to first da Vinci Xi[®] robotic surgery system in Northeast Florida

UF Health Jacksonville is one of the leaders in minimally invasive surgery in Northeast Florida, and is home to the most recent robotic technology in the region. Intuitive Surgical's da Vinci Xi[®] surgical system is now part of the hospital's operating suites, bringing the very latest in health care to patients.

Robot-assisted surgery employs a system with multiple thin arms containing tiny surgical tools at the end. It is remote-controlled by a surgeon and can access spaces the human hand wouldn't normally be able to reach.

This technology allows operations to be performed with significantly smaller incisions than open surgery, offering patients the potential for quicker recovery. Compared to standard minimally invasive laparoscopic surgery, it allows for greater reach and control over the surgical instruments and provides physicians a better view of the surgical site. Additional benefits to patients include reduced scarring, less discomfort and a lower risk of infection associated with conventional surgical methods.



“

This system gives us the ability to provide even more specialized surgery to our patients. Many health care facilities, including ours, have been using the da Vinci[®] system for years, but we now are the first in the region to offer the very latest version, which gives us even more capability in the operating room.

”



Christopher Williams, MD
*UF Health urologic oncologist and
director of robotic surgery.*



The da Vinci Xi[®] has broader capabilities than prior generations and can be used across a spectrum of minimally invasive surgical procedures. It has been optimized for multilocation surgeries in the areas of gynecology, urology, thoracic cardiac care and general surgery.

UF Health physicians and staff had an opportunity to “test drive” the robot in August. Reporters from First Coast News, Channel 4, Action News, The Florida Times-Union and other media outlets also attended the event.

NO TWO ALIKE

In September, we launched the “No Two Alike” branding campaign that was built on the premise that each patient is unique.

Here you have a chance to get to know the personal stories of Delores and Shawanna, who received world-class care from experts at UF Health. They share what their scars mean to them, and why they wear them with pride. Their stories remind us that no two people are alike, which is why staff and physicians at UF Health tailor care to each and every patient they serve.

**From caregiver
to patient,
trauma nurse
Shawna
Curtis suffers
heart attack,
receives life-
saving stent**



When a driver is critically injured in a collision or when someone suffers a heart attack or stroke, Shawna Curtis is right there, ready to provide emergency care during some of life's most frantic moments. But on one particular Saturday morning, Shawna, a trauma nurse at UF Health Jacksonville, suddenly became a patient in the same facility where she's treated hundreds of others.

After Shawna arrived, tests showed she had suffered a heart attack. A cardiology team decided to treat her by placing a stent inside one of her arteries.

Shawna, 61, loves fitness and exercises several times a week. One night at the gym after a workout, she passed out while taking a shower. She awoke with her face plastered on the tile floor. She was uneasy the rest of the evening and discomfort carried over to the next morning. That's when she decided to have her sister take her to the emergency room.

UF Health Jacksonville cardiologist Gladys Velarde, MD, said Shawna was suffering from acute coronary syndrome and that there was inflammation of the fluid-filled sac that covers the outer surface of the heart. Shawna had an 80 percent blockage in one of her arteries, which contributed to the heart attack.

"I was really scared," Shawna said. "I try to stay active. I watch my weight and eat well. I never expected that at all."

Shawna remembers Velarde holding her hand, looking straight in her eyes and calmly explaining what was going on. Shawna said that helped her relax.

"I chose this profession out of love," Velarde said. "I think the heart is the most fascinating organ in the body, and I have a passion for taking care of patients with cardiovascular disease."

Velarde recommended Shawna undergo catheterization and stenting. Ted Bass, MD, a UF Health Jacksonville interventional cardiologist, performed the procedure, which started at Shawna's left wrist and ended near the heart at the left anterior descending artery. The stent allows blood to flow freely from that artery to the heart.

Shawna went home a few days later and soon resumed exercising and doing what she does best — taking care of others. Her follow-up appointments with Velarde have gone well.

"I'm extremely pleased with the procedure and how it's helped me stay alive," Shawna said. "There's no chest pain or anything. I feel wonderful."

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Spine and skull base surgery corrects Delores Lewis' balance issues

It was nearly impossible for Delores Lewis to walk in a straight line. Within seconds, she would veer to the left or right and sometimes wobble in both directions. She knew her equilibrium was off, but didn't know what was causing the imbalance and dizziness.

Medical imaging revealed that Delores, 67, had a tumor at the base of her skull and degenerative disc disease in her neck. UF Health Jacksonville neurosurgeon Sassan Keshavarzi, MD, said both conditions were likely contributing to Delores' balance problem and that a dual surgery was required to correct it.

"It was pushing on her spinal cord pretty profoundly," Keshavarzi said of the tumor, which was in front of Delores' brain stem and spinal cord at the junction where the base of the skull meets the neck.

Meanwhile, the deterioration of the discs in her neck was crushing the spinal cord. Putting off surgery could have ultimately led to more balance issues, bowel and bladder problems, paralysis and respiratory dysfunction.

Keshavarzi entered through the back of Delores' neck to remove the bone, immediately taking pressure off the spinal cord, and fused that portion of the spine with titanium screws and rods. He then removed the benign tumor with the assistance of fellow UF Health Jacksonville neurosurgeon Daryoush Tavanaiepour, MD, who specializes in skull base surgery. The procedure was risky because of the many blood vessels and nerves in the area. However, there were no complications and the operation was a success.

Delores remained in the hospital for seven days following surgery. She was then transferred to a rehab center for physical and occupational therapy. In just five weeks, Delores was able to walk a straight line without any assistance.

"I realize the surgery has made a difference," she said.

A retired Jacksonville educator, Delores continues to regain mobility and flexibility and is now able to resume her favorite activities — gardening, cooking and baking, walking and traveling. She has visited Japan, South Korea, Italy, Spain and France.

She's eager to add more stamps to her passport.

"I like to cruise," she said. "I definitely plan to do some more traveling. I just like to get away."

Delores said she gladly accepts the surgical scar on the back of her neck in favor of a lifestyle marked by immobility and heavy dependence on others. She appreciates Keshavarzi's care and expertise, is thankful for her overall treatment at UF Health and views her scar as a symbol of strength.

"Sometimes you don't know how strong you are until you endure certain obstacles," she said. "I see myself as a survivor."

Read more about our patients
and the brand campaign on the
Bridge or at NoTwoAlike.org.

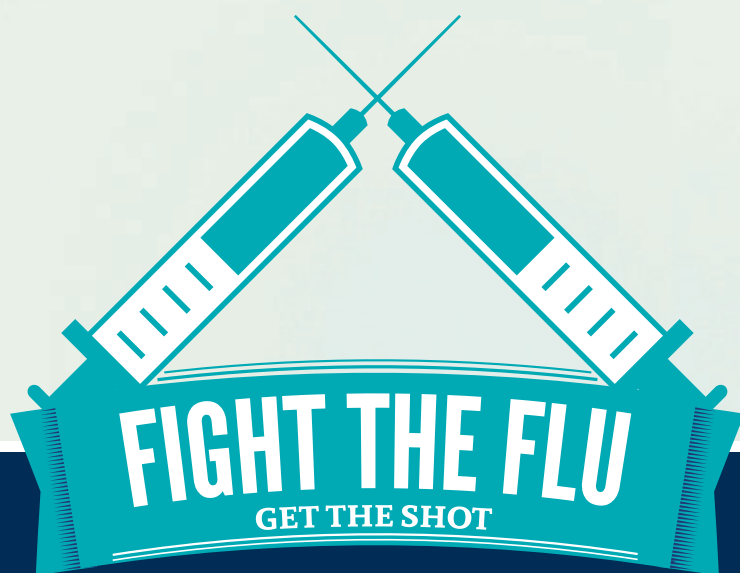
Open Enrollment

UF Health Jacksonville's annual open enrollment period runs through Oct. 23. This is the only time of year when employees are allowed to make changes to their benefits; the only exception is when an employee experiences a qualifying event. Changes made during open enrollment become effective Jan. 1, 2016.

Important Reminders:

- ▶ Documentation will be required for dependents you intend to add to any benefit program. Specific requirements are available on the Bridge. Dependents will not be added if this documentation is not provided.
- ▶ To continue coverage for your spouse or domestic partner, documentation must be provided that is dated within the last 60 days and verifies current relationship status. Examples include a joint household bill, joint bank or credit account, or joint mortgage or lease. The document must include you and your spouse's or domestic partner's name, date and mailing address.
- ▶ Employees who currently have flexible spending accounts and would like to continue next year must re-enroll. Remember, FSA contributions for the current year must be used by Dec. 31, 2015, and employees have until Jan. 31, 2016, to turn in their receipts.

If you have specific questions about your benefits, call the UF Health Jacksonville Human Resources benefits line at 244.9651 or email mybenefits@jax.ufl.edu.



Employee Health will be giving flu shots beginning Oct. 1.

Flu shots will be available 10 a.m.–12 p.m. and 2–4 p.m. on Mondays, Tuesdays, Wednesdays and Fridays. Flu shots will be given on Thursdays from 8 a.m.–12 p.m. and 1 p.m.–4 p.m.



Start earning points now for your 2016 wellness credit through the BlueRewards program. Log on to Florida Blue at FloridaBlue.com, select Health & Wellness, then Discounts & Rewards, and then Earn BlueRewards. You can earn points for your screening, personal health assessment and flu shot during open enrollment.

All nursing and other clinical areas that administer their own flu shots may contact Debra McNamara at debra.mcnamara@jax.ufl.edu to make arrangements to pick up their supplies. The night shift will be covered by a roving cart.

Visit the Bridge for a complete schedule, including locations.

Service Pins Presented to Faculty Members

Service pins are given annually to faculty members who reach milestones for continuous service at the University of Florida College of Medicine – Jacksonville. The following are this year’s recipients, who have achieved either 10 or 20 years of service.



“Congratulations to all faculty who were recognized for their many years of service. Thank you for your superb expertise, exceptional talents and tremendous loyalty to the aims of UF Health.”

- Daniel R. Wilson, MD, PhD, dean of the UF College of Medicine – Jacksonville.

20 YEARS

- Dr. Alan Berger
- Dr. Maria Concepcion Prudencio
- Dr. Lorenzo Corpus
- Dr. Frank Genuardi
- Dr. Judella Haddad-Lacle
- Dr. Susan Hoffmann-Kestler
- Dr. Mark Hudak
- Dr. Madeline Joseph
- Dr. John Kilkenny
- Dr. Vincent Ober
- Dr. James Price
- Dr. Louis Registre
- Dr. Kamela Scott
- Dr. Elisa Zenni
- Dr. Martin Zenni

10 YEARS

- Dr. Randell Alexander
- Dr. Nader Antonios
- Dr. Kelly Best
- Dr. Laura Beverly
- Dr. Doug Chapman
- Dr. Joseph Costa
- Dr. William Driscoll
- Dr. Rui Fernandes
- Dr. Sandeep Grover
- Dr. Anthony Harris
- Dr. Jeffrey House
- Dr. Jose Irazuzta
- Dr. Timea Kecskemeti-Kovacs
- Dr. Raafat MaKary
- Dr. Ayesha Mirza
- Dr. Ashley Norse
- Dr. Alfredo Quevedo Vela
- Dr. Pramod Reddy
- Dr. Farah Salman
- Dr. Paul Sievert
- Dr. Karl Smith
- Dr. Edward Urban
- Dr. Christopher Williams

Veterans Day Ceremony Special Invitation



UF Health employees are invited to the annual color guard flag ceremony to honor our servicemen and women. Military personnel are encouraged to wear their service uniforms and sit in the reserved seating area at the ceremony.

Third graders from Jacksonville Country Day School will sing the “Armed Forces Medley” during the flag processional.

The ceremony will be held on Tuesday, Nov. 10 from 10–10:30 a.m. in the Clinical Center, East Expansion Lobby.

Comprehensive Care Certification for MS Center

UF Health Jacksonville’s Comprehensive Multiple Sclerosis Program was recently certified as an MS Center for Comprehensive Care. As only one of five in the state, and the only center north of Orlando, this designation is based on our track record of providing high-quality interdisciplinary and interprofessional care to patients with MS. This accomplishment was made possible with the outstanding contributions that Radiology, Pharmacy, and Rehabilitative Services have made to patient care over the past decade.

We are now following more than 700 patients with MS, some of who travel from as far as southern Alabama, the Florida Panhandle, Savannah and Orlando to receive treatment at UF Health Jacksonville.



Connect with Fellow Military Personnel

Employees from all areas of UF Health who are former or current members of the military are invited to participate in a new monthly affinity group. The goal is to connect and engage military employees through dialogue, advocacy, networking and service. For more information, email mohamed.bijani@jax.ufl.edu or call 244.9617.

Think Pink and get your mammogram!



On Friday, Oct. 23, all UF Health employees and/or their spouses or domestic partners who are covered under their health plan are encouraged to get a mammogram. Call 383.1024 to schedule an appointment at one of three locations: UF Health Breast Imaging Center – Jacksonville, UF Health Breast Imaging Center – Emerson or UF Health Breast Imaging Center – North.



Save 10 percent on a zoo membership!

Show your employee ID to save 10 percent on a zoo membership and enjoy all of these benefits:

- ▶ Free admission for the entire year (excludes special and after-hours events)
- ▶ Discounted or free admission to more than 140 zoos and aquariums throughout the U.S. and Canada
- ▶ Discounts on train rides
- ▶ Discounts in all the gift shops
- ▶ Discounts in zoo restaurants
- ▶ Members-only events and sneak previews
- ▶ Free subscription to Wild Magazine
- ▶ Free subscription to Animals in Your Inbox – News from the Zoo
- ▶ Discounts on educational camps
- ▶ Members-only stamp cards that can be purchased for even greater discounts on train and carousel rides

Memberships may be purchased at the zoo's membership office located at the main entrance. Bring your employee ID badge to receive your 10 percent discount.

Visit jacksonvillezoo.org/membership for additional information.



Because your little one is a big deal.

We are pleased to announce the opening of a new practice: UF Health Pediatrics – Beaches. Pediatricians Laura Beverly, MD, and Patricia Solo-Josephson, MD, and their team of providers care for children of all ages, from newborns to 18-year-olds. Hours are Monday–Friday from 8 a.m.–5 p.m.

Call 383.1046 to schedule an appointment for your child.

OPEN LINES

NEWSLETTER DEADLINES

December – Oct. 16

Submit your copy and photos via email to openlines@jax.ufl.edu.

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CONTRIBUTORS Monique Curtis, Debra McNamara, Christine Small , Jesef Williams

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PHOTO SUBMISSION REQUIREMENTS

We welcome photos that are taken or submitted by employees. Photos should be at least 3 megabytes (3MB) in image size to be published. Please try to take or submit photos that are clear (camera is held very still); not backlit (flash is used and/or light source is not behind the subject); and framed correctly (feet are not cut off and/or subject is not shown too far away). Employees are encouraged to arrange photography with the Media Center before an event to ensure quality. **Direct questions to openlines@jax.ufl.edu or call 244.9750.**

You can find a link to current and past issues of Open Lines on the home page of the Bridge.