The UTMB Health System now has its own internal website, http://intranet.utmb.edu/healthsystem.

A link to the site can also be found on iUTMB in the main navigation menu (across the top of the homepage), under “Health System,” at far left.

A link to www.utmbhealth.com, UTMB’s externally-facing website designed especially for our patients, can also be found within the resulting drop-down menu.

The new Health System website is designed to improve the exchange of communication between leadership and all Health System team members. It’s also designed to help employees find important news and information and easily access useful information such as general contacts, links to other websites in the Health System and to obtain up-to-date information like quality reports (e.g., patient satisfaction and hand hygiene data). Patient and family-related resources are also included.

Stories like the latest on the design and construction of the New Jennie Sealy Hospital will be featured along with information on building the Culture of Trust. Of course, “Shout Outs!” and kudos will also be a part of the page – and there’s much more!

Please visit the website and if you have any suggestions, questions or want to drop us a line about some good news in your area, email us at healthsystem@utmb.edu.

Dr. Callender will hold an Open Access session from 7 to 8 a.m. on Tuesday, February 26, in Conference Room 7.134 in John Sealy Annex.

The Open Access session offers employees the opportunity for an informal, in-person conversation with President Callender. No appointment necessary – stop by to ask a question, offer a comment or just say hello. This is your chance to ask about our mission, our plans, health policy or other topic of interest.

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Miss an issue? www.utmb.edu/fridayfocus
Submit a story: friday.focus@utmb.edu

Friday Focus Team: Mary Feldhusen and Erin Swearingen
Centralized check-in desks, such as the ones found at the UTMB Health Specialty Care Center at Victory Lakes and the Multispecialty Care Center and Stark Diabetes Clinic, are becoming a popular trend in health care settings, with the intent of making the patient experience as easy and streamlined as possible.

The check-in desks resemble welcoming hotel reception spaces with design elements that incorporate nature to create a positive atmosphere by blending hospitality with wellness. This concept is just as important in inpatient settings as outpatient settings.

“I've been at UTMB for five years and I've worked at central registration. I like it because I get to see everybody, see new faces and get to know everybody,” says Esther Guerra, Patient Services Specialist II, at the Multispecialty Care Center and Stark Diabetes Clinic.

“We have 13 clinics here [at the Multispecialty Center] and the best thing is we get to know our patients. With the clinic being so big, one would think that we don’t have that one-on-one experience, but we really do get to know our patients and they really like that.”

March is National Professional Social Work Month

The National Association of Social Workers begins its annual celebration of one of the nation’s largest professions next month. March is National Professional Social Work Month and this year’s theme, “Weaving Threads of Resilience and Advocacy,” emphasizes the value of using personal strengths and self-advocacy to manage serious life challenges.

“Social workers strive every day to help millions of people function better in their environments,” says NASW CEO Elizabeth J. Clark, PhD, ACSW, MPH. “They also work to change environments that may limit individuals, families and communities.”

At UTMB Health, professional social workers make a difference by helping patients and their families achieve improved medical, financial and satisfaction outcomes by reducing some of the barriers that interfere with patients’ effective use of treatment.

Medical social workers also assess how well patients and families are managing their care experience, helping them to better understand their illness, work through the emotions of a diagnosis, and provide counseling about the decisions that need to be made. They intervene as necessary by helping patients and families connect to necessary resources and support in the community; providing supportive counseling, or grief counseling; or helping a patient to expand and strengthen their network of social supports.

Social workers are also essential members of interdisciplinary hospital teams, working in concert with doctors, nurses, and allied health professionals to elevate awareness of the social and emotional aspects of a patient’s illness.

Join us in appreciating our UTMB social workers during the month of March. You can meet UTMB’s team at http://intranet.utmb.edu/healthsystem/Patients/SocialWorkers.asp
NEW! Electronic Elective Surgical Case Request Form

Surgical Posting Form: Lean Process

As a part of a recent Lean training session, a group of UTMB employees performed an evaluation of the OR Scheduling Posting Form. During the session, the Lean team discovered that the surgical case scheduling process included non-standardized requests submitted via non-standardized routes (such as fax, email, walk-ins and telephone). They also found inconsistencies among forms submitted with missing information and discovered that some of the areas involved were not informed in a timely manner, which generated problems in the scheduling process.

To remedy the situation, the team set a goal to convert the current submission system to a standardized digital submission form including error proofing; this increased accountability and reduced cycle time by 25 percent.

On February 4, 2013, the OR announced the implementation of an electronic surgical form. This initiative is expected to eliminate workarounds and waste associated with faxing and paper copies, minimize scheduling errors and rework caused by incomplete or eligible forms, reduce overall cycle time, and reduce UTMB malpractice risk exposure. It will also decrease cancellations related to financial issues or TDC scheduling. Below are detailed instructions on how to access and use the new surgical case request form.

How to use the new John Sealy & Victory Lakes Electronic Surgical Case Request Form

1. The URL for the new surgical posting form is http://www.utmb.edu/or/surgery
   - Select Ctrl and click on this link to open the form on your internet browser.
   - Save the link to your favorites or desktop.

2. Use the form every time you need to post an elective surgical case (DSU, IP, or TDC, patients).

3. Complete all mandatory fields (designated by an “*” sign). Remember that the information included in this form allows us to better understand your surgical needs. Therefore, more information is better, since it will minimize the need to contact you with follow up questions. Make sure not to use abbreviations when listing surgical procedures or Preoperative Diagnosis.

4. Submit your surgical request. By clicking on a submit button, all the parties involved in the scheduling process will be immediately notified via email. You do not need to fax DSU planning, Posting office, or the TDC scheduling office. They will receive an email with the information provided on your form.
   - Select “JS Submit” if scheduling a Free World OP or IP case at JS OR
   - Select “TDC Submit” if scheduling a TDC OP or IP case at JS OR
   - Select “VL Submit” if scheduling a OP case at VL OR
Envisioning the Future of UTMB Health: Attend Mondays in March Sessions Beginning March 4

The university’s annual Mondays in March series will be under way soon and everyone is encouraged to attend.

This year, executive leadership will be discussing a five-year vision for each of their areas - and what it will take to get there. What will our Health System look like in terms of facilities and service? How might our Academic Enterprise progress to continue ensuring a well-trained health care work force and advancing biomedical science? How will our Business & Finance function evolve to support our mission? What do these changes mean for UTMB as a whole?

All sessions take place at noon in Levin Hall Main Auditorium. An informational expo will begin in the Levin Hall foyer at 11:30 a.m. and end by 1:30 p.m. for each session.

Employees are encouraged to submit questions to leadership, which will be addressed as time permits during each session. Questions can be submitted via the Employee Advisory Council website at http://blog.utmb.edu/EAC/?page_id=65.

This year’s schedule is as follows:

Monday, March 4
Health System Vision
Donna K. Sollenberger, MA, Executive Vice President and Chief Executive Officer, UTMB Health System

Monday, March 11
Academic Enterprise Vision
Danny O. Jacobs, MD, MPH, FACS, Executive Vice President, Provost and Dean of the School of Medicine, Thomas N. & Gleaves T. James Distinguished Chair

Monday, March 18
Business and Finance Vision
William R. Elger, CPA, Executive Vice President and Chief Business and Finance Officer

Tuesday, March 25
Institutional Vision
David L. Callender, MD, MBA, FACS, President

Contest:
HOW WELL DO YOU KNOW UTMBCONNECT?

Answer the 13 contest questions found at www.utmb.edu/connect/Contest correctly by referring to the utmbconnect website and blog, and you could be the lucky winner of an iPad Mini, courtesy of the utmbconnect project!
New Guidelines for Use of Personal Electronic Devices in Patient Care Areas

Newly developed guidelines for the use of personal electronic devices in patient care areas are now in effect. At the request of Chief Nursing and Patient Safety Officer, David Marshall, the guidelines were developed by a subcommittee of the Recruitment & Retention Council, based on the feedback received from many nurse clinicians about the benefits to be gained, including accessibility of resources for patient care and improved communication.

The guidelines can currently be found on the Nursing Home Page at http://intranet.utmb.edu/nursing/ or directly through the link below. A link is also provided for the Personal Electronic Device Acknowledgment document, which all staff will be asked to read and sign.

http://intranet.utmb.edu/nursing/pdf/news_events/Personal_Electronic_Device_Acknowledgement.pdf

UTMB Blood Management Program

UTMB is beginning a Blood Management Program, based on nationwide quality and efficiency initiatives to promote the appropriate use and management of blood and blood components. Major goals of the UTMB blood management initiative include documentation improvement, a reduction in utilization and administration of blood, and improvement in reporting blood transfusion reactions. Craig Maschmann is coordinator for the project. Look for important facts and information about educational opportunities regarding this endeavor in future issues of Friday Focus.

Education is being provided March 5 to March 9 for all nurses who administer blood. This 30 minute education program is the first in a series of programs that will occur for nursing over the next 6 to 8 months. Scheduled classes are posted for sign-up on the My UTMB education calendar.

Fact: The Bloody Truth: America is a Blood Thirsty Nation: Blood utilization in the United States is significantly higher than in most Western countries and the gap is increasing. While blood utilization in the U.S. increased by 16 percent from 1999-2004, it decreased by 8 percent in the United Kingdom during the same period. Remarkably, blood utilization in the U.S. is currently 15 percent higher per capita than in Europe and 44 percent higher than in Canada. This difference in performance between the U.S. and better performing countries, such as Canada, is likely attributable to a combination of national transfusion education programs, hemovigilance programs which spotlight transfusion risks and accountability for performance and compliance at the hospital level.


Employee Advisory Committee Holds “Engage & Chat” with the Clear Lake Access Center

The Employee Advisory Council (EAC) has started a new employee outreach program called Engage and Chat. These sessions will take place across the university with the intent to reach out to as many employee groups as possible.

The purpose of Engage and Chat (E and C) is to: introduce employees to the EAC, familiarize employees with the role of the EAC, and advise employees how to become engaged and communicate with the group.

The first Engage and Chat was held at the Clear Lake Access Center on February 6, 2013. Thanks to all the participants, the event was a huge success!

Clinical Value Analysis Meeting Schedule

Each issue of Friday Focus includes more information regarding the new Clinical Value Analysis program at UTMB Health. This month we’re pleased to inform you of our meeting schedules to aid you in planning for upcoming new supply requests:

- **Oversight Committee**: 3rd Tuesday of every other month – Co-Chaired by Drs. Steve Quach and Sandra Murdock
- **Ambulatory Clinical Value Analysis Team (CVAT)**: 1st Thursday of every month – Co-Chaired by Dr. Cynthia Judice and Jesse Seelbach
- **Surgical CVAT**: 1st Monday of every month – Co-Chaired by Dr. Joel Patterson and Bud Cherry
- **Musculoskeletal CVAT**: 3rd Tuesday of every month – Co-Chaired by Dr. David Yngve and Bonnie Benkula
- **Cath Lab / IR / EP / Vascular Surgery CVAT**: 3rd Friday of every month – Co-Chaired by Dr. George Carayannopoulos and Annette Macias-Hoag

If you have questions about where to take specific requests, please contact Clinical Value Analysis Manager, Johann Ramirez, at joaramir@utmb.edu or 409-772-4248.
Spotlight On: Angelica S. Robinson, MD

Dr. Angelica S. Robinson has been selected by Change Magazine as a “Woman of Change” to be featured on the cover of the March issue, a publication distributed throughout the Bay Area.

She was nominated for her partnership with the UTMB Health and the Ruth Kempner Endowment for Breast Cancer Screening by providing free screening mammograms for uninsured women in Galveston County. On two separate Sundays in October, Dr. Robinson and her team loaded up the UTMB Health mammography van and visited African American churches in Hitchcock and Galveston, and women of all backgrounds and ethnicities took part in her “Sunday Screenings” program (see June 2012 issue of Friday Focus for more on this story). The Sunday Screenings program highlights Dr. Robinson’s commitment to the underserved residents of Galveston County, and reflects her desire to make a positive impact in the Galveston County area. Congratulations, Dr. Robinson!

Shout Outs!

I could not have been better taken care of in every aspect. I drove 2 1/2 hours to come to this Emergency Room, because I am so familiar with the quality of care received at UTMB.

***

Gary Williams (Emergency Department) is the best. GREAT NURSES!

***

Dr. James Hunderup (Emergency Medical Group) was also great. He saw me quickly & consulted ophthalmology which was also a speedy & pleasant experience.

***

Pat McNair (Patient Registration, Emergency Building) was very courteous & extremely friendly. I enjoyed speaking with her. Overall, this trip I had to the Emergency Department was great no complaints. Everyone did a great job. I appreciate it – they made me very comfortable.

***

The Emergency Department took me right in to where my husband was and gave me a chair to sit in so I could be close to him.

***

Farrar Elfstrom (Medicine/Cardiology) was an EXCELLENT nurse!

***

Dr. Luca Cicatelese (Surgery) was very patient and thorough as well as the nursing staff.

SHOUT OUTS!

Dr. Tristi Muir (Ob-Gyn) was a great doctor she was very watchful.

All of the nurses (L&D) I had were great! They made my stay there better and the doctors were good. One in particular was excellent. I wish I remembered her name. She came to talk to me and take me back for my C-section. She stayed with me the whole time and comforted me. Made me feel better, I was very nervous, she was the best.

***

Obstetrics: Excellent midwife; very professional and dedicated with love and devotion to her job.

***

Obstetrics: I would like to give a special thanks to Alex, Wendy and Angela. They took very good care of my baby boy. They kept me informed and very comfortable about leaving him.

***

I had to have an MRI - I found the staff to be very kind, concerned and professional. In observing them interact with other patients, I also saw the same kindness and professionalism. They were very knowledgeable of their work and answered all my questions. They made me proud to be a part of the UTMB staff.

(Above) Executive Rounding in the Special/Vascular Radiology Unit: Geoffrey Quinn, Nurse Clinician; David Marshall, Chief Nursing & Patient Care Service Officer; Angel Male, Nurse Manager; Angel Acosta, Nurse Clinician

Victory Lakes Expansion
Groundbreaking Ceremony
Tuesday, February 26, 2013 at 4:00 p.m.