It's a new year at the University of Texas Medical Branch in Galveston. As we bring one year to a close and embark on the next stage in our journey, it is also an important time for each of us at UTMB Health System to take a moment to think about how far we've come in the past year and set our sights on what we'd like to achieve in the next 12 months.

The world of health care is transforming. Health care reform and the economic climate on both state and national levels play a large role in the reimbursement and funding of academic medical centers like UTMB. The bar has been raised in nearly every way – the emphasis on patient satisfaction scores and “Core Measures” (quality indicators, including hospital-acquired infections, heart failure, falls and pneumonia), are just the beginning.

Meanwhile, technology and social media have changed the way our patients and employees learn and communicate about businesses, including how they choose their health care provider. Consumers can easily post comments about their experiences and communicate directly with organizations. Web sites such as Hospital Compare (http://www.hospitalcompare.hhs.gov) assist people in not only finding hospitals, but comparing the quality of their care to other hospitals in their area.

There are so many high priority initiatives, it can feel overwhelming at times, but the Health System has done a great job meeting its goals from FY2012. Our physicians and clinical teams have done a wonderful job of taking care of our patients. Our achievements are something of which we can be proud: we have successfully undergone multiple unit renovations, opened new clinic space, regained our Magnet Designation and increased our hand hygiene compliance (but must remain vigilant!), continued our ongoing efforts to improve patient satisfaction, implemented MyChart (our patient portal), and were recertified many of our outstanding programs. Looking at how far we have come in the past year, we are confident in our ability to continue successfully on this course!
As the new fiscal year begins, the Health System remains committed to UTMB Health's core values: compassion, integrity, respect, diversity and lifelong learning. At the heart of every goal and initiative we have identified for this new fiscal year, we have put the patient first and pledged to fully engage patients and their families in their care. Innovative thinking will be necessary to bring all of the pieces together to deliver efficient, quality care while continuing our growth to remain viable in a competitive marketplace.

The Health System has set the following goals for the upcoming year:

- Achieve superior performance in patient satisfaction and service to patients, physicians and customers by focusing on service, improving HCAHPS, and expanding all aspects of access for patients and referring physicians.

- Become known nationally and globally as a value-driven leader in health care delivery by achieving and sustaining superior performance in clinical outcomes, quality and patient safety; we will work to reduce readmissions, prepare for The Joint Commission accreditation, and continue to build a Culture of Trust.

- Recruit, retain, engage and develop a highly skilled workforce in an academic health system which achieves and sustains excellence in patient care, service and lifelong learning.

- Optimize the use of Health System resources to drive effectiveness, efficiency and financial performance by focusing on chronic care management, developing partnerships in the community, anchoring a 16-county region in the Medicaid reform waiver, and preparing for the New Jennie Sealy Hospital.

- Be the preferred, accountable health system for patients and referring physicians, providing integrated and accessible multidisciplinary care.

- Meet or exceed financial forecasts to invest in the future of UTMB Health with emphasis on using Action O-I and other relevant benchmarking data throughout the budget process.

Like resolutions made on New Year’s Day, the goals of the Health System will require unwavering dedication and hard work throughout the entire year to come to fruition. It will be important to focus on processes that work and developing other processes. With the spirit, enthusiasm and excellence of our people in mind, we look forward to continuing our journey to be at the forefront of a revolution in health care delivery.

We look forward to working with you as we work to meet our ambitious goals. With this in mind, each issue of Friday Focus will focus on one domain or specific initiative of the Health System. Along the way, we’ll celebrate success, keep an eye on the horizon, discover new and innovative ways to improve health care delivery and to continue to build a Culture of Trust.

UTMB Health could not work wonders without you, our most important asset. We value your feedback, ideas and suggestions. Let us know what's on your mind and how we can assist you in getting the information and tools you need to succeed. If you have questions or comments, please contact us at friday.focus@utmb.edu. Great opportunities are on the horizon!

**Focus On Quality, Service & Cleanliness**

Just a friendly reminder to keep our hospital beautiful and safe for our patients - we need everyone's help!

- Report facilities issues that need maintenance; if the problem does not get fixed or you don’t have a response within a week, escalate it to your supervisor
- Keep clutter out of the hallways
- Assure all supplies are not expired
- Assure there are no medications in patient room refrigerators (applies to remodeled units)
- Make sure that crash carts are plugged into emergency outlets

More information on these topics can be found on UTMB's internal web site, The Joint Commission: [http://intranet.utmb.edu/qhs/TheJointCommission.asp](http://intranet.utmb.edu/qhs/TheJointCommission.asp)

**CULTURE of TRUST**

"Respect your fellow human being, treat them fairly, disagree with them honestly, enjoy their friendship, explore your thoughts about one another candidly, work together for a common goal and help one another achieve it. No destructive lies. No ridiculous fears. No debilitating anger."

~Bill Bradley

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...New (Fiscal Year’s) Resolutions, continued from page 1

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2-4040 ONE CALL DOES IT ALL for service issues
The Clinical Safety & Effectiveness Program, a UT System initiative that concentrates on Quality Improvement and Patient Safety, will host its Session 2 Graduation Ceremony on September 6, 2012 from 8 a.m. to noon in the Levin Hall Dining Room.

The program goals are simple: safety and effectiveness will be integrated into the work we do every day. We must learn to identify, measure and minimize the variation in all of our health care processes to maximize the quality of the health care we deliver.

Presentations topics will include Pediatric Pneumococcal Vaccinations; Start Time in the Cath Lab; In-Basket Management in the Ambulatory Setting; Improving Care Transition Processes; Handoffs and Communication with Echo Lab; and Reducing Wait Times in CT Outpatient Radiology.

Please visit the Quality & Healthcare Safety web page at http://intranet.utmb.edu/qualitymgmt/index.htm for more information or to learn how to register for a future course. Just look for CS&E on the left ribbon bar!

On Aug. 15, UTMB staff and faculty celebrated the completely renovated Blocker Burn Unit with a Ribbon Cutting Ceremony. The Burn Unit is the first burn center in the United States to be a verified center of excellence by the American Burn Association and the American College of Surgeons Committee on Trauma, an accreditation it has maintained continuously since 1996. Cutting the ribbon is Dr. David Herndon, chief of staff for the medical branch burn service, and chief of staff and director of research at Shriners Hospitals for Children-Galveston.

The diabetes education program at the UTMB Stark Diabetes Center recently was awarded continued recognition from the American Diabetes Association (ADA) through January 3, 2016.

The ADA recognition effort began in 1986 and is a voluntary process which assures that diabetes education programs meet national standards for diabetes self-management education. One of the primary goals of the education recognition program is to ensure high-quality, consistent education for patient self-care. Unnecessary hospital admissions and some of the acute and chronic complications of diabetes may be prevented through self-care education.

The Stark Diabetes Center provides state-of-the-art clinical care, research and education in the area of disease conditions and syndromes including but not limited to diabetes, dyslipidemia and obesity, as well as the metabolic syndrome.
Dr. Danny O. Jacobs, New Provost and Dean of the School of Medicine

The University of Texas Medical Branch at Galveston announced that Dr. Danny O. Jacobs, currently the David C. Sabiston Jr. Professor and chair of surgery at Duke University Medical Center, has been appointed executive vice president and provost, and dean of the School of Medicine. He will join UTMB on Oct. 1.

Jacobs will hold faculty appointments in the Department of Surgery and the Institute for Translational Sciences.

Jacobs earned his AB degree in biology and an MPH degree from Harvard University. He received his medical degree from Washington University in St. Louis, completing a surgical residency and serving as chief resident at Hospital of the University of Pennsylvania in Philadelphia.

He is a prolific author and editor with research interests in the metabolic effects of malnutrition, stress, infection, and injury; nuclear magnetic resonance applications in organ function and metabolism; and specific nutrients and growth factors in enteral and parenteral nutritional support. He is certified by the American Board of Surgery and the National Board of Nutrition Support.

Construction Notice:

Construction of the new concourse that will connect John Sealy Hospital with six other UTMB medical buildings began August 24.

The project is designed to modernize 75,000 square feet of first-floor corridor and lobby space. Completion is scheduled for June 2013.

Two detours are planned around the construction:

- Eastern “Main Street” corridor in John Sealy Hospital will close. The coffee shop and chapel will relocate temporarily. The coffee shop will move into the nearby Café on the Court cafeteria. The chapel will move to quarters immediately north of the cafeteria. The Main Street entrance to the gift shop will close. The gift shop will remain open, with access through the lobby. The corridor is expected to reopen in February 2013.

- The south-facing 9th Street entrance to UTMB Health Clinics (UHC), formerly known as the University Hospital Clinics building, will be closed. Pedestrians from the south will need to follow an alternate well-signed second-floor route to the UHC using the entrance at John Sealy Hospital. UHC’s north entrance will remain open.

The concourse will feature shorter routes to clinics, and materials designed in specific locations to help visitors find restrooms, elevators and other parts of the buildings. Separate corridors are planned for the public and in-house personnel to create a pleasant environment and allow staff members to more easily complete their work.

The project also is designed to provide independent climate and utility systems for the ground floor and upper floors in John Sealy Hospital. Flood-resistant building materials will be used to minimize potential damage in the event of flooding.

Other buildings to be linked by the project include the Clinical Sciences Building, John W.McCullough Building, John Sealy Annex, R. Waverley Smith Pavilion, and Research Building 6, formerly called Children’s Hospital.

Please help to assist our patients and visitors in navigating their way through the hospital during renovations!

Remembering a Special Volunteer

Last week, Donna Sollenberger and David Marshall presented a photo of Tilly, beloved volunteer and friend of the Acute Care for the Elders (ACE) Unit, to the ACE Unit team. Sadly, Tilly passed away last month. The photograph was donated by Tilly’s family.

Tilly, a Cavalier King Charles Spaniel, was a long-time and dedicated volunteer of the unit. She was recruited to assist the staff in encouraging patients to be more active—partly based on studies suggesting that domestic animals may calm and otherwise promote the health of older people. She helped to promote a cozy, home-like atmosphere on the innovative and award-winning geriatric unit. Hers was a labor of love (and occasional dog biscuit).

A Celebration Service in memory and recognition of Tilly will be held Tuesday, August 28 at 6 p.m. in Lindale Park, 400 Marine Drive near UTMB main campus by the Little League field on Albacore. Dog treats will be provided. Non-dog owners are welcome!

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“I wish to let the men and women who work at the Blocker Burn Unit know how much I appreciate their professionalism, compassion and dedication during my stay. Everyone involved in my care did an extraordinary job of making me as comfortable as possible.

I would like to personally acknowledge a few individuals who I believe went above and beyond what is required or expected:

Jennifer Haglund, NCII always had a smile on her face; Nellie Garza, PCT had a good story to take my mind off what I was going through; Jason Sheaffer, NCIV was very professional and attentive – always with a positive attitude; Chris M. Thomas, NCI was like a close friend. We talked about sports every day and he took the time to answer all of my questions in terms I could understand – he made sure I was comfortable. He always had a smile on his face and a gentle word of encouragement.

I wanted to show my deep appreciation and undying gratitude to those dedicated individuals. They are truly heroes in every sense of the word and deserve to be recognized.”

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“To the Blocker Burn Unit: You don’t realize how many lives you touch each day. I just wanted you to know you touched ours. Thank you, (Christopher) Paul Brown, PCT; Eric Trout, SON Master’s Student; Jason Sheaffer, NCIV; Christopher M. Thomas, NCI; Winnie Richards (Environmental Services), Jamie Heffernan, Blocker Burn Unit Nurse Manager; and so many others – thank you, UTMB.”

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“While at UTMB, every individual that cared for me showed a high level of professionalism, care and compassion. Mrs. Rebecca Russell, NCII’s compassion was beyond reproach. She helped me through the most difficult time. Lisa Workman, NCII provided a level of compassion, gentleness and understanding that was inspiring.

Teresa Reed, RN was an excellent nurse and helped me with my prolonged discharge. She displayed the utmost professionalism, patients, knowledge and understanding. In short, every person I came into contact with from the staff of 9C Neurology was outstanding:

Iesha Freeman, PCTI; Darryl Perry, PCTII; Michelle Gallien, RN; Shirley Rainwater, RN; Barbara Robinson, NCII; Cheryl Clemons, NCIII; Terry Michela, RN; Linda White, NCII; Shelia Fields, PCF; Donald Dillon, Morrison Food Services; William Jones, Morrison Food Services

It was unfortunate to be hospitalized. However, I feel blessed to have been in the care of everyone above.”

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“I was greeted at the door [at the Specialty Care Center] by a very courteous security gentleman and directed to the check-in desk. I commend Janet Trevino (PSS Supervisor) for her professionalism and warmth when she communicated with me, explaining and answering all my questions without hesitation.

In the Advanced Imaging Center, I met Jennifer (Jeni) Desjardins (Radiology Technologist, Sr.), who conducted the necessary steps up to and including the procedure. The procedure was probably one of the most embarrassing types that anyone could have done, yet Jeni put me at ease with her mannerisms and smile! I cannot say enough about her ability, professionalism and kindness.

I wanted to share to let everyone know what great employees represent UTMB, and how thankful I am that I chose to have the procedure done at the Victory Lakes location.”

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Other positive mentions:

Sharrise Cotton (PACU); John Patrick (Surgery); Drs. Michael Silva and Dr. Lorraine Choi (Vascular Surgery); Balqis Murthy and Shelia Fields (Neuro); Olevia Chavez Melinda Holman, Susie Smith, Omobolanle James, Donato Jamandre and Alex Holliday (ACE Unit)