The future of Robinson Memorial Hospital includes a new name: University Hospitals Portage Medical Center. The Portage name signifies the heritage of Robinson as a county hospital and its stature as the only hospital located in Portage County. The new name is consistent with how University Hospitals identifies other community hospitals to reflect both their location and alignment with UH.

The decision about the name was part of a community engagement process through which people across the Portage County community were given the opportunity to provide opinions and preferences. The overwhelming majority of these individuals supported a name change.

“The name change reflects both our history as the leading provider of health services in Portage County for nearly 100 years and our new relationship with University Hospitals,” says Stephen Colecchi, President of UH Portage Medical Center. “Additionally, it acknowledges our bright future ahead with UH that will further strengthen our hospital’s ability to serve our community for generations to come.”

“Together we have new and exciting opportunities to serve the residents of Portage County and surrounding communities,” adds Richard Hanson, President, UH Community Hospitals and Ambulatory Network. “This new name now reflects both of our heritages as we look forward to growing and enhancing UH Portage Medical Center’s services and programs to continue their long-standing tradition of providing patient-focused, superior-quality health care close to home.

ROBINSON MEMORIAL HOSPITAL IS NOW UH PORTAGE MEDICAL CENTER

UPCOMING CME PROGRAMS

Targeting Zero: The New Patient Safety Culture
Saturday, Oct. 3, 2015
7:30 a.m. – 12:30 p.m.
Embassy Suites Cleveland, 3775 Park East Drive, Beachwood, Ohio
Presented by UH Ahuja Medical Center
Sponsored by Case Western Reserve University School of Medicine
For more information, call 216-983-1239 or visit UHAhuja.org/TargetingZero to register online.
Attendees will earn CME, CMRE and WRA credits at this free event.

Advances in Fetal Therapy
Saturday, Oct. 3, 2015
7:30 a.m. – 1:45 p.m.
Barbara Peterson Ruhlman Conference Center at UH Case Medical Center, Cleveland, Ohio
Presented by the Barbara Peterson Ruhlman Women & Newborn Center at UH MacDonald Women’s Hospital and the Center for Fetal Diagnosis and Treatment at The Children’s Hospital of Philadelphia
Tour included of Ruhlman Women & Newborn Center and the Quentin & Elisabeth Alexander Level III-C Neonatal Intensive Care Unit
For more information, call 1-800-468-8376, email fetalsurgery@email.chop.edu or visit http://www.chop.edu/events/advances-fetal-therapy.

More programs continued on page 2
New Chairman of Urology Named

Following an extensive national search, Chris M. Gonzalez, MD, MBA, FACS, has been named Chairman of the Department of Urology at University Hospitals Case Medical Center and Case Western Reserve University School of Medicine.

“Dr. Gonzalez is a nationally and internationally known expert in genitourinary reconstruction,” says Fred C. Rothstein, MD, President, UH Case Medical Center. “We also were attracted by his strong commitment to community service. He has led initiatives to enhance community access to preventive screenings among medically underserved populations as well as international missions. Furthermore, he has led efforts to improve patient care quality and control costs through new technologies. His breadth of expertise will help him to expand the Department of Urology’s presence in our community as well as strengthen our research and clinical care.”

Dr. Gonzalez’s research interests include genitourinary reconstructive surgery outcomes, health policy and health care quality improvement. He led a National Institutes of Health Prostate SPORE Pilot Project looking at the effect of migration on the incidence of prostate cancer among Hispanic men.

Dr. Gonzalez comes to Cleveland from Northwestern University, where he was a Professor of Urology, Director of the Genitourinary Reconstruction and Prosthetics fellowship program and Director of Surgery for Northwestern Memorial Hospital, the 259 E. Erie Ambulatory Surgery Center and Prentice Women’s Hospital. He is the current Vice Chair of Public Policy and Practice Support for the American Urologic Association and recently completed a four-year term on the American Board of Urology Examination Committee.

He has received numerous awards for resident teaching excellence and was named to the Best Doctors in America list for seven consecutive years. He is active in professional associations and has served on the board of the Society of Genitourinary Reconstructive Surgeons and most recently as president of the Chicago Urological Society.

Dr. Gonzalez earned his medical degree at the University of Iowa College of Medicine and completed his urology residency at Northwestern Memorial Hospital in Chicago. He completed a research fellowship at Northwestern University and an MBA at Northwestern’s Kellogg School of Management. He is also a retired captain from the United States Army National Guard.
Advanced Sports Medicine Imaging:
Not Just for the Browns

As the Official Health Care Partner of the Cleveland Browns, University Hospitals provides medical imaging for all Browns players. Ahead of the start of the regular season on Sept. 13, the UH Musculoskeletal Imaging team, consisting of Mark Robbin, MD, Peter Young, MD, and Christos Kosmas, MD, has been interpreting advanced imaging studies for the Browns players.

However, Browns players aren’t the only ones receiving this high-quality care. Dr. Kosmas and his colleagues provide specialized reads for all sports medicine imaging in the UH system, whether for a Browns player, a high school athlete or a “weekend warrior” in the community.

“No matter where they’re done in the community, all the MRIs are read at UH Case Medical Center by our team here,” Dr. Kosmas says.

Other sports medicine imaging services at UH include MR arthrograms and cartilage mapping.

“Our high field strength 3-Tesla MRIs at UH Case Medical Center and UH Ahuja Medical Center are excellent for musculoskeletal injuries and the small structures that are often involved,” Dr. Kosmas says.

The new open MRI system at UH Independence Health Center is also valuable for imaging extremity joints, Dr. Kosmas says.

For more information on sports medicine imaging at UH, please call 216-844-3062.

Have You Tried the New App for UH Physicians?

“As a new physician on the UH medical staff, the app has been very useful to me. It allows me to search for consultants that I am not familiar with and also keep a list of doctors in the favorites section.” – Steve Galun, MD, Obstetrics & Gynecology

Our new UH Physician Directory app allows you to look up physicians by name and specialty; it also has tabs for UH Urgent Care locations, phone contact numbers for direct admission to UH hospitals (by site), regional emergency departments and hospital transfers. This app is one of several initiatives to support clinical integration and make your practice operations easier.


Download the app to your phone, then log in with your UH network user name and password.

If you have questions about using the app, contact Andrew.Laytin@UHhospitals.org.

PLEASE NOTE: YOU MUST USE AIRWATCH FOR ANY AND ALL EMAIL COMMUNICATIONS USING THIS APPLICATION. YOU MUST USE YOUR UH EMAIL ADDRESS TO SEND INFORMATION FROM THIS APPLICATION. USE OF ANY OTHER EMAIL ADDRESS IS PROHIBITED. PLEASE REFER TO UH POLICY GM-78 REGARDING EMAILING OF PROTECTED HEALTH INFORMATION FOR MORE DETAILS

UHDOCTOR.ORG
Coming Soon

A University Hospitals website with resources specifically designed for physicians is coming soon to a computer, tablet or smartphone near you.

UHDoctor.org includes articles and videos showcasing the clinical expertise of UH physicians, as well as internal communications from UH physician leaders, department chairs and Human Resources, among others. It will help you stay informed about trends of interest to medical professionals and new clinical services available to patients throughout the UH system.

Articles and videos on clinical subjects are open to any physician in the U.S., while internal communications are password-protected and only available to UH physicians and affiliated independents.

Be sure to share this news with your physician colleagues, both at UH and across the country. And watch for more details about this exciting new initiative in the coming weeks.

New Radiology Services
Open in Brook Park

University Hospitals physicians and patients have access to two new locations in Brook Park for radiology services.

Brook Park Imaging Center
5260 Smith Road, Brook Park, Ohio 44142
216-267-8080
Open 8:30 a.m. – 9 p.m., Monday through Friday
Offers CT, MRI and diagnostic X-ray for children and adults

Brook Park Radiology
15900 Snow Road, Suite 300, Brook Park, Ohio 44142
216-265-0984
Open 9 a.m. – 9 p.m., Monday through Friday;
9 a.m. – 5 p.m. on Saturday
Offers diagnostic X-ray for children and adults
Prostate cancer patients with advanced metastatic disease have a greater chance of survival when referred more quickly to medical oncology, according to a study published Aug. 5 in The New England Journal of Medicine (NEJM).

University Hospitals Seidman Cancer Center medical oncologist/hematologist Matthew Cooney, MD, a co-author of the study, says the results have changed the standard of care for patients whose cancer, originating in the prostate, has spread to the bones or lymph nodes. He encourages physicians to refer patients promptly for maximum benefit, preferably within 90 days of diagnosis.

“This has dramatically affected the standard of care,” Dr. Cooney says. “Historically, patients with advanced disease have been treated by urologists, but this study demonstrates that these patients should be referred early to medical oncology.”

For more than 60 years, the standard of care for patients with prostate cancer fueled by androgen hormones has been androgen deprivation therapy (ADT). The NEJM study of 790 patients over a six-year period found that hormonal therapy coupled with traditional docetaxel chemotherapy improved survival by 13.6 months.

In the vast majority of patients, six cycles of docetaxal chemotherapy every three weeks were well-tolerated. ADT is administered by injection every three months for the life of the patient. The most common side effects were fatigue, lowering of blood counts and infection, but Dr. Cooney says the benefits of treatment for castrate-sensitive patients generally outweigh the side effects.

For more information, email Matthew.Cooney@UHhospitals.org.

Physicians Benefit from Ambulatory Practice Enhancement Initiative

Since the launch of the Ambulatory Practice Enhancement Initiative (APEI) earlier this year, the program has made progress with support and enhancements designed to improve physician satisfaction and system efficiency. By streamlining work flow, developing and sharing best practices, enhancing technology and improving staffing models for ambulatory practices, the APEI program is helping to increase practice efficiency and system functionality. Our ultimate goal is to ensure our physicians have the tools necessary to deliver patient care in the most timely and efficient manner.

• To date, 101 practices and 329 physicians have received on-site support for assistance with work flow, best practices and more.
• The UHCare Ambulatory tech team has reduced open issues with the EMR vendor by more than 80 percent.
• More than 1,700 ambulatory providers, midlevels, fellows and residents have access to UHCare Ambulatory Dot Phrases through the Breevy application. Breevy allows users to type abbreviations to quickly insert frequently used text, resulting in increased documentation speed. Breevy also contains advanced template functionality, which allows users to create customizable templates to share with fellow clinicians.
• A pilot group of providers is testing the ambulatory Quality Information System, which helps providers more efficiently assess, analyze and document services provided during patient visits for quality reporting.

The streamlined, dedicated Physician Support Line assists physicians with UHCare and general IT issues. Physicians may call 216-844-3327 and select option 2 to speak with a representative with expertise in physician support issues.
Betsy Garratt, DO, joins John Andrefsky, MD, in the growing UH Neurological Institute presence at UH Parma Medical Center. A UH-trained physician who completed her neuromuscular fellowship, neurology residency and internal medicine internship at UH Case Medical Center, Dr. Garratt focuses on neuromuscular disorders.

Dr. Garratt performs diagnostic electromyography (EMG) procedures for identifying neuromuscular diseases such as peripheral neuropathy, carpal tunnel syndrome or muscle disease. The test uses electrodes to detect electrical activity within muscles and determine the health of muscles and the nerves that control them, assessing muscle and nerve dysfunction.

Dr. Garratt enjoys working with the neuromuscular patient population – particularly those with amyotrophic lateral sclerosis (ALS, commonly referred to as Lou Gehrig’s disease), myasthenia gravis and muscle diseases – to improve their quality of life.

“Many of the diseases within neuromuscular medicine are chronic, debilitating diseases,” says Dr. Garratt. “I enjoy the art and challenge of using the physical exam and EMG to localize the lesion within the peripheral nervous system. Many of these diseases can be treated if identified correctly, which can be very rewarding within the field of neurology.”

In addition to her primary office in UH Parma Medical Center’s Medical Arts Center 4, Dr. Garratt sees patients at the new UH Independence Health Center, 6150 Oak Tree Blvd.

To schedule an EMG with Dr. Garratt, please call 440-743-2054. To reach her office, please call 440-743-8120.
ICD-10: Answers to Your Questions

By Erica Remer, MD,
Clinical Documentation
Integrity Officer,
University Hospitals

Q: What is ICD-10?
- A: The International Classification of Diseases, Tenth Revision is a coding system that has been in use globally since 1995. We are the last industrialized country to adopt it, but the ONLY country that will be using it for reimbursement purposes.
- It comprises ICD-10-CM [Clinical Modification, for diagnoses] and ICD-10-PCS [Procedure Coding System, for inpatient procedures].
- CPT and E&M codes are NOT being affected by the transition.

Q: Is ICD-10 going to be delayed again?
- No, ICD-10 will be required on all claims submitted with services provided on or after Oct. 1, 2015.

Q: What is the difference between ICD-9 and ICD-10?
- ICD-9 had about 17,000 codes, whereas ICD-10 has about 141,000 codes.
- This means ICD-10 has much more detail and specificity. Many conditions that used to be bundled into “other disorders of...,” will now have their own unique code.

Q: I can’t use unspecified codes anymore?
- There still are unspecified codes, and they may be appropriate when you need to do further investigation to make a definitive diagnosis.
- Specialists are expected to be able to specify. The expectation is that at some future point, insurers will decrease or deny payment if a provider uses an inappropriately unspecified code.
- For the first year, there will be a grace period. If a provider is in the right category (family), there will be no negative financial repercussions. This should not elicit complacency—the goal is to use the right code/s to describe the actual diagnosis/es.

Q: How will I pick the right code?
- Inpatient, coders will select for you. They may only code what you document, so your documentation must be as specific as the code selected.
- Outpatient and for the professional fee, there will be interim charge capture solutions that will enable selection from UHCare EMR and/or updated charge tickets. You must select a valid code. There will be a hotline for coding support.

Q: What do I need to do?
- Complete the mandatory training designed to help you increase the specificity in your documentation and your diagnoses. Your documentation must support the code selected. A code must have the correct number of characters to be valid.
- Do your specialty-specific documentation modules accessed via UH Intranet [Education & Training>ICD-10>Provider Training and select your specialty] or on the Internet at http://content.learnshare.com/courses/81/474562/site/ProviderTraining.asp. FOLLOW THE INSTRUCTIONS CAREFULLY to be credited for completion. You will get UP TO 2.25 hours of CME and credit for one hour of compliance training.

If you have questions, contact me at Erica.Remer@UHhospitals.org.

An Invitation from Cliff Megerian,
MD, President, UHPS

As a physician with University Hospitals, you can play an important role in bringing medical events to Cleveland. The Global Center for Health Innovation and the Cleveland Convention Center were built specifically to host health care industry meetings and events.

To learn more about these venues, please join me and other physician leaders on Monday, Sept. 21 for a cocktail reception at the Global Center for Health Innovation and tour the Cleveland Convention Center. Speakers will include David Gilbert, Chief Executive Officer of the Greater Cleveland Sports Commission/ Destination Cleveland; Fred DeGrandis, Managing Director and Chief Administrative Officer of the Global Center for Health Innovation; Mark Leahy, General Manager of the Cleveland Convention Center; and Steve Standley, Chief Administrative Officer of UH.
CALLING ALL UH PHYSICIANS TO REGISTER ON DOXIMITY

You’re likely aware of the social networking platform LinkedIn and its immense networking powers.

Doximity.com is a similar service, but it is available exclusively to physicians. The site allows you to connect easily with former colleagues from medical school and training programs or with peers in your field. But Doximity took on another crucial function in 2015 when it became a major tool in the U.S. News & World Report “Best Hospitals” specialty reputation survey. Specialists registered on Doximity were allowed to vote for programs that they believe are best in the nation.

We are encouraging all University Hospitals physicians to join Doximity. The service is free, and it takes about two minutes to register.

To join:
• Go to Doximity.com
• Click on “Find My Profile”
• Answer the security questions

We’ll share more information about the U.S. News & World Report survey when it comes out in January.

Thanks for supporting UH!

ADDRESSING PATIENTS’ SOCIAL NEEDS WITH UNITED WAY 211 REFERRAL

By Patricia Kellner, MD, Family Medicine

Social determinants of health are barriers that we, as doctors, encounter every day as we work to help our patients recover, maintain and improve their health.

They include factors such as insufficient income to pay for medications or copays, insufficient education to get a job that pays well enough to support a healthy lifestyle, and insufficient support for family member health issues that keep patients from attending to their own health needs. These may look to us like insurmountable problems, especially if we do not have access to a social worker. However, one of the new expectations in health care is that we will address these issues as part of our comprehensive care of patients.

How can we as physicians address these needs? United Way 211.

United Way maintains a database of community resources that are accessible to us and our patients. Ever wish there was a way to help a patient pay for medication? Or if your patient might qualify for some kind of government assistance? Ever wonder what kind of assistance is available from the VA for veterans or their families? Or where to refer a patient for an exercise or balance class? Think about what would help your patient – something you can’t provide – and use 211.

United Way 211 can be reached by dialing 211. You can also order United Way 211 in the UHCare Ambulatory EMR under the tab “Followup/Referrals.” An order for United Way 211 means the UH concierge schedulers will follow up with your patient to determine whether he or she contacted United Way and what the outcome was. The concierge will notify you by task of the outcome. If your patient didn’t make the contact, the concierge will reinforce the phone number to the patient and the importance of making the call.

Please use the United Way order when you recommend 211 so we can track referrals and outcomes.

Email me at Patricia.Kellner@UHhospitals.org if you would like more information on United Way 211 or would like to be updated when new information about 211 is available.
New UH Physicians

MEER ALI, MD  
Gastroenterology  
216-844-8500  
UH Case Medical Center

LUIS MARCELO ARGOTE-GREENE, MD, FCCP  
Thoracic and Esophageal Surgery  
440-285-3050  
UH Geauga Medical Center

LEE ANN BAGGOTT, MD  
Pulmonology and Critical Care Medicine  
440-735-4239  
UH Bedford and Richmond medical centers

THOMAS BARWACZ, MD  
Internal Medicine  
330-220-8411 (Brunswick) or  
440-582-9600 (North Royalton)  
Select Medical Group

JASON DE ROULET, MD  
Gastroenterology  
440-708-1555  
UH Bedford and Richmond medical centers,  
UH Bainbridge Health Center, Internal Medicine Center (Independence),  
UH University Suburban Health Center

SHERIF EL-NASHAR, MD  
Obstetrics & Gynecology  
216-844-4906  
UH Case Medical Center

ANDRE FABIEN, MD  
Pulmonology and Critical Care Medicine  
440-735-4239  
UH Bedford and Richmond medical centers

KACI FARMER, MD  
Obstetrics & Gynecology  
216-381-2223  
University OB/GYN Associates

JESSICA GALVIN, DO  
Dermatology  
216-514-8417  
UH Case Medical Center,  
UH Chagrin Highlands Health Center

HOLLY HARPER, MD  
Anatomic Pathology  
216-844-6037  
UH Case Medical Center
New UH Physicians

**MADA HELOU, MD**
Anesthesiology
216-844-7330
UH Case Medical Center

**AJAY KUMAR, MD**
Internal Medicine
440-599-7466
Conneaut Primary Care

**GABRIELLE KOCZAB, DO**
Family Medicine
440-735-2804
UH Bedford Medical Center

**NIKKI LUTHER, MD**
Anesthesiology
216-844-7330
UH Case Medical Center

**SCOTT MCEWAN, MD**
Pediatric Hospitalist
216-593-5500
UH Ahuja Medical Center

**MATTHEW NEWTON, DO**
Psychiatry
216-844-3881
UH Case Medical Center

**ALLAN PEETZ, MD**
General Surgery
216-844-3026
UH Case Medical Center

**ALEXIS POWELL, MD**
Vascular Surgery
216-844-3800
UH Case Medical Center,
UH University Suburban Health Center

**SARA ROBERTSON, MD**
Anesthesiology
216-844-7330
UH Case Medical Center

**ELIE SAADE, MD**
Infectious Disease and Geriatric Medicine
216-844-6210
UH Case Medical Center

**AASEF SHAIKH, MD**
Neurology
216-844-3192
UH Case Medical Center,
UH University Suburban Health Center

**JOHN SONTICH, MD**
Orthopaedic Surgery
216-844-7200
UH Case Medical Center

Among the nation’s leading academic medical centers, University Hospitals Case Medical Center is the primary affiliate of Case Western Reserve University School of Medicine, a nationally recognized leader in medical research and education.