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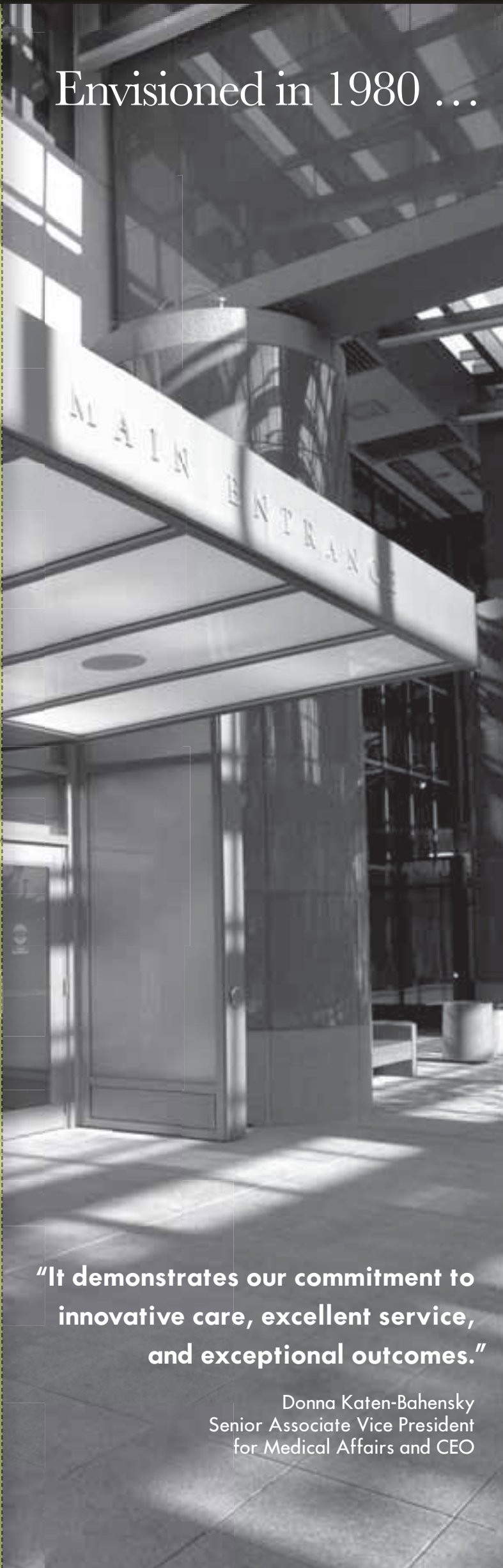
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Envisioned in 1980 ...

"It demonstrates our commitment to innovative care, excellent service, and exceptional outcomes."

Donna Katen-Bahensky
Senior Associate Vice President
for Medical Affairs and CEO

new main entrance now open

On August 1, the new main entrance to University of Iowa Hospitals and Clinics officially opened. Inside the revolving doors is the Patient and Visitor Services Center, an environment where many services and amenities are located to help meet the immediate needs of patients and their families.

One of the goals of the space was "to provide a world class welcome to a world class facility," said Senior Associate Vice President for Medical Affairs and CEO Donna Katen-Bahensky. "When patients and visitors arrive, they receive a warm welcome from our valets and greeters. Once inside, they see a Susan Chrysler White glass sculpture representing a colorful swarm of butterflies—the symbol of hope. They hear music from a baby grand player piano and can savor the aroma of fresh coffee. The physical environment of our health care institution is vital to the healing of our patients and families."

Katen-Bahensky explained that the new space is a reflection of the strategic plan, *The Iowa Difference*. "It demonstrates our commitment to innovative care, excellent service, and exceptional outcomes," she said.

Patients and staff who have been here for many years may recall the various ways the space inside the new main entrance has changed. From 1978 until it moved to its current location in 1995, the area was home to the Department of Orthopaedics.

During the past 12 years, the area was considered "swing space" and housed offices and teaching space for the UI Carver College of Medicine as well as offices for hospital departments, including Emergency Medicine and Guest Services.

One of the key factors that led to the development of the new entrance and lobby space was the steady increase of ambulatory care services provided at UI Hospitals and Clinics, according to John Staley, PhD, senior associate director.

"During the 1970s, 80s, and 90s, the number of clinic appointments was mushrooming and we knew we had to plan to better receive incoming patients for clinic appointments," he said. Staley oversees planning and major capital construction through offices headed by Brandt Echternacht, assistant director, Planning, and Jose Fernandez, assistant director, Capital Management.

Work on the new main entrance project began in January 2006 and required significant planning and design including input from more than 100 staff members. In addition, ideas were gathered from hospital volunteers and members of the Adult Patient and Family Advisory Council and the Family Advisory Council from UI Children's Hospital.

Staley reports that the project was completed under the \$4.4 million dollar approved budget.

"I'm glad to see this project completed," he said. "It's the culmination of work that began in the early 1990s with re-development of the hospital's main entrance drive," Staley said.

Other services and amenities located in the Patient and Visitor Services Center in the main entrance lobby include:

- Main Information Desk
- Concierge Services Office
- Larger, private patient registration area
- Restrooms, including family space
- Wild Rose Books—a partnership between Volunteer Services and University Book Store
- Wild Rose Gifts (Managed by Volunteer Services)
- Java House Coffee Bar with seating

For more information about the new main entrance and lobby, read the story on page 7.



DIRECTOR

from the

Congratulations on a successful year

As we begin a new fiscal year, I want to send out a BIG THANK YOU to the staff and faculty for making Fiscal Year 2007 very successful! Our volume was up, our patient satisfaction improved on a continuous basis, we maintained strong financials, and we had several major accomplishments during the year.

While we must wait for official confirmation of the numbers from our auditors, by all indications, we were very successful in the past fiscal year—exceeding our budget projections in nearly every category. Our preliminary counts show:

	Budget	Actual
Operating margin	3.4%	6.5%
Admissions	26,011	27,829 (+ 1,818)
Outpatient clinic visits	671,477	689,369(+17,892)
ETC visits	36,026	38,766 (+ 2,740)

Our accomplishments in FY 2007 were wide ranging. We:

- Conducted the first-ever staff engagement survey and continue to work on identified issues
- Hired a vendor partner and began implementation of a comprehensive clinical information system
- Completed recruitment/hiring for clinical department heads Janet Fairley, MD (Dermatology) and Robert Rodnitzky, MD (Neurology)
- Filled several other key positions, including Ken Fisher, associate vice president for finance (UI Health Care) and chief financial officer (UI Hospitals and Clinics); and Ann Broderick, MD, medical director, Palliative Care Program
- Implemented a smoke-free environment on our campus July 1, 2006, and supported the April 2, 2007, implementation of a smoke-free Health Sciences campus
- Appointed Patient Safety Officer Daniel Fick, MD; developed the Patient Safety Unit; and began a safety walk around pilot program
- Saw several specialties ranked again in the Top 50 by *U.S. News & World Report*
- Had 188 of our physicians named to the “Best Doctors in America” database
- Saw 10 nursing staff named to the “100 Great Iowa Nurses” list

Through these and many other efforts, we were guided by our defined FY 2007 Critical Success Factors, which included:

- Volume growth
- Improving efficiencies
- Quality/safety outcomes and reporting
- Information technology

As we move forward into Fiscal Year 2008, we need your support and assistance with the FY 2008 Critical Success Factors:

- Improve service levels and patient satisfaction
- Finalize Inpatient Standards of Excellence
- Improve efficiencies and increasing volumes
- Ambulatory care improvements underway with recently revised standards; an Ambulatory Care Academy, and the Innovation, Quality, and Service in our Clinics initiative
- Implement improvement recommendations in main operating rooms
- Length of stay
- Financial integrity and capital planning
- Continue to seek adequate IowaCare funding
- Complete and execute business plans for various areas
- Complete and approve the Facilities Master Plan
- Activate EPIC, OR, and radiology management systems
- Document quality and safety metrics

We begin FY 2008 with an \$839.85 million operating budget (an increase of more than \$129 million over FY 2007) presented to the Board of Regents, State of Iowa, sitting as the Board of Trustees for UI Hospitals and Clinics. We projected a revenue increase of nearly \$34 million and a 4 percent operating margin.

In addition to our operating budget, we have set our capital budget at a little more than \$90 million, which includes \$24.4 million for new requests. Funding for these improvements in facilities and equipment next year will come from a combination of our operating margin and an expected \$50,000 in expected bond sales.

Above all, as we move into our new fiscal year, we should remember that everything we do should center around the patient and visitor experience. When we keep our focus on the patient, we'll always be successful.

Changing Medicine. Changing Lives.

Learn about UI Health Care innovations that are making a difference in the lives of the patients and families we serve.



Changing Medicine

UI team identifies protein that may promote migraines

A University of Iowa study may explain why some people get migraine headaches while others do not. The researchers found that too much of a small protein called RAMP1 appears to “turn up the volume” of a nerve cell receptor’s response to a neuropeptide thought to cause migraines. The study suggests that people who get migraines may have subtle genetic differences accounting for higher levels of RAMP1 than people who don’t get migraines. The team was led by Andrew Russo, PhD, professor of molecular physiology and biophysics, and Zhongming Zhang, PhD.

UI physician leads stroke care update

Neurologist Harold Adams, MD, led an effort to update the care guidelines for patients affected by stroke that appeared in *Stroke: the Journal of the American Heart Association*. The group concluded that intravenous delivery of an approved clot-busting drug remains the most beneficial proven intervention for ischemic stroke. The guidelines focus on the crucial first hours from the time an ischemic stroke occurs through emergency evaluation and treatment. Ischemic strokes, the most common type of stroke, are caused by a clot that blocks blood flow in an artery to the brain. UI Hospitals and Clinics has earned the Gold Seal of Approval from the Joint Commission for Primary Stroke Centers.



Changing Lives

Gift to help Huntington’s disease patients and families

Midge Toole of Des Moines, with support from her friends, donated \$50,000 to the UI Foundation to permanently endow the Shields Family Patient Care Fund at the UI Huntington’s Disease Center of Excellence, co-directed by Henry Paulson, MD, PhD, and Jane Paulsen, PhD. Huntington’s disease is a progressive neurodegenerative disease that slowly impairs one’s ability to think clearly, maintain control over emotions, and move in a coordinated manner. The fund is named for Toole’s maternal family—a grandmother, uncle, and cousin, who died of the disease. The Shields Fund will offer, to patients in need, medical services such as medication trials, genetic testing, and therapeutic treatments. The fund also will provide special eating utensils, computer equipment, and walkers; and purchase supplies for support groups.

UI Burn Team offers Health and Safety Fair for children

Staff of the Burn Treatment Center at UI Hospitals and Clinics hosted their 14th Hospital Health and Safety Fair for children age 5 and younger at the Quality Inn and Suites in Iowa City. The children visited exhibits about bicycle safety, burn safety, proper car seat and seat belt use, dental health, dog bite prevention, and electrical safety. They were able to see an ambulance up close to learn about emergency and 911 services. Participants received information about fire safety, head injury prevention, healthy eating, preparing for immunizations, correct hand washing techniques, and water safety. The May event was sponsored by Kohl’s Department Stores.



HOSPITALCAM

Hospital nurses officially launched their bid for Magnet re-designation in 2008 with a “Croc Rock” in the East Room May 29. Staff education and engagement as well as the work of data collection and document writing will take place during the next 12 months.



Hospital staff raise money for heart research



A representative from the American Heart Association (AHA) presented UI Hospitals and Clinics with the first level of hospital recognition related to the *Get with the Guidelines Program*. Pictured (left to right) are: Cindy Penney, Patty Riley, Theresa Quinn, Donna Katen-Bahensky, Robin Hamann (from AHA), Mark Deike, Teresa Brennan, Kim Kuennen, Marilyn Rollberg, and Lori Panther.

Top Five Teams

1. **Peds Cardiology**, led by Trudy Pierick, raised \$10,819
2. **Nick's Chicks**, led by Heather, Chris, and Tyler Eastman, raised \$7,336
3. **Capital Management**, led by Jose Fernandez, raised \$6,949
4. **The Heart Attackers**, led by Connie Beachy, raised \$4,785
5. **CHAMPS**, led by Jennifer Merges, raised \$3,225

UI Hospitals and Clinics staff members made a remarkable showing at this year's American Heart Association Heart Walk in City Park. Hospital teams raised more than \$36,000, making it the top fundraiser by a wide margin. The top five teams were all UI Hospitals and Clinics teams, and several of the top individual money raisers were UI employees.

Senior Associate Vice President and CEO Donna Katen-Bahensky received an American Heart Association award at the event for her participation and leadership in community events. Among many other activities, Katen-Bahensky participated in the "Lighten Up, Iowa" program and initiated the *Choosing to Lead Women's Conference* attended by more than 400 women. The April conference celebrated leadership and the balancing choices women make at home, in the workplace, and around the world.

Top Seven Individuals

1. **Jennifer Paisley**, Peds Cardiology, raised \$1,993
2. **Jill Happel**, Peds Cardiology, raised \$1,575
3. **Mary Corbin**, CHAMPS, raised \$1,565
4. **Jose Fernandez**, Capital Management, raised \$1,204
5. **Trudy Pierick**, Peds Cardiology, raised \$1,115
6. **Theresa Quinn**, The Heart Attackers, raised \$1,015
7. **Emily Risk**, Nick's Chicks, raised \$1,006

Patients' Library celebrates diamond anniversary

Staff, faculty, patients, and families celebrated the 75th anniversary of the Patients' Library Wednesday, April 18, in the Solarium on Level 8 of the Colloton Pavilion. In addition to refreshments, the event featured a "sneak peek" of CarePages for adult patients—a Web-based family communications tool.

In 2006 ...

- The library circulated **13,000** items more than **35,000** times (including books, movies, music, video games, and more!)
- More than **80,000** visitors patronized the library
- More than **80** volunteers worked in the library
- **1,500** movies circulated **15,000** times
- The library logged more than **28,000** patient and family check-outs
- More than **420** children attended the weekly story hour
- More than **6,500** computer users visited the library
- The library received more than **600** requests for computers in patient rooms



Adult CarePages now available

A free Web-based service called CarePages is now available to the families and friends of adult inpatients at UI Hospitals and Clinics. The service has been available to pediatric patients at UI Children's Hospital since October 2004.

CarePages helps family members and friends stay in touch with each other before, during, and after a hospital visit. Health updates, photographs, and supportive messages can be shared in a private and secure way.

"This is one more example of our commitment to use the most innovative technologies to enhance service to our patients," said Donna Katen-Bahensky, senior associate vice president for medical affairs and CEO.

Staff members are encouraged to learn about CarePages and be prepared to discuss the service with patients and families as appropriate. For more information, go to www.uihealthcare.com/

UI top for postdoctoral students

A new survey of postdoctoral students by *The Scientist* magazine ranks The University of Iowa as the top research university for postdocs in North America and the fifth-best research institution overall among 40 North American institutions.

The University was lauded for the networking opportunities it affords postdoctoral students and its remuneration. The magazine notes the "growing recognition of the importance of postdocs on campus and a tight support network among several solid research cores."

The fifth place ranking is up from 32nd place last year. The survey covered 11 categories, including: quality of mentoring, level of communication, and opportunities for networking and career development. In the magazine, UI postdocs also praised the University's highly collaborative research environment and the Iowa City community.



HOSPITALCAM



The seventh annual Celebrate Service! event sponsored by Service Leadership Council and Hospital Administration was held May 10 during National Hospital Week. More than 2,700 faculty, staff, and volunteers enjoyed a trip to the "Service Safari" that featured recognition displays, sack lunches, and prizes. Night shift and off-site staff were recognized also.



Knipper and Lounsbury on the last day of class posing with their class members and the heads of NYIT, Amman campus.

Knipper and Lounsbury teach in Middle East

In April, Jane Knipper, RN, MSN, FAACVPR, director of pulmonary rehabilitation, and Patricia Lounsbury, RN, MEd, FAACVPR, program director of CHAMPS (Cardiovascular Health, Assessment, Management, and Prevention Services), taught pulmonary and cardiac rehabilitation at the New York Institute of Technology campus in Amman, Jordan.

Cardiac and pulmonary rehabilitation care do not exist in Jordan, but it is the hope of Ahmed Elokda, MD, graduate of the UI Physical Therapy program, that physical therapy students, with the education given by Lounsbury and Knipper, will be empowered to open rehabilitation clinics in the country.

A large percentage of the population in Jordan uses tobacco and it is not uncommon for boys to start smoking at age 12.

Knipper and Lounsbury each taught approximately 30 hours over six days. “We were impressed by the dedication of the students, many of whom worked in addition to attending graduate school,” they said.

Both enjoyed the cultural experience and will remember the Muslim “call to prayer” five times a day.

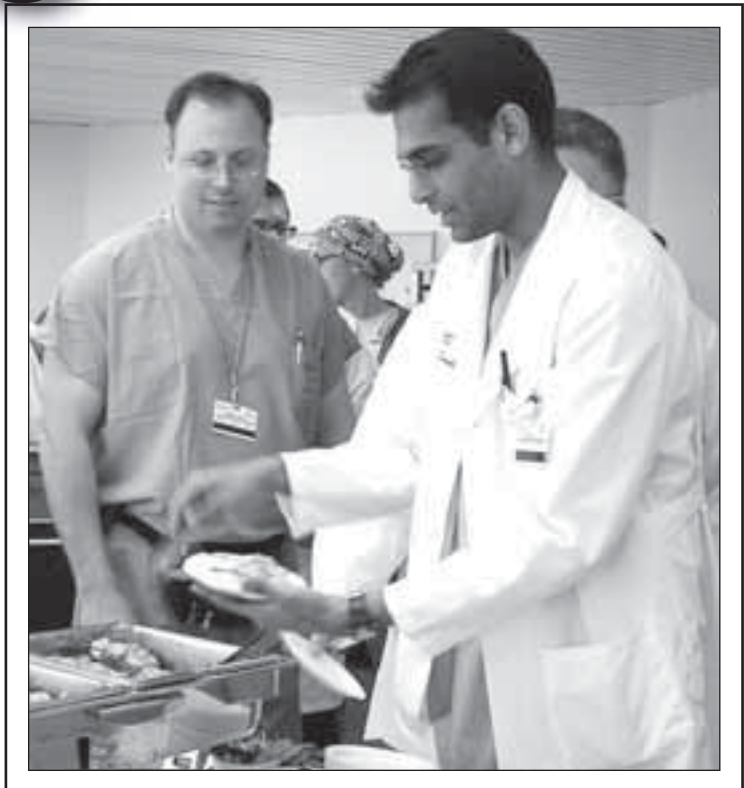
While in Amman, they visited the Dead Sea and the site where Jesus was baptized. After the courses were completed, they flew to Egypt and cruised the Nile, taking a balloon ride over the Valley of the Kings.



The Great Sphinx of Giza against Khafre's Pyramid was one of the sights Knipper and Lounsbury visited.



HOSPITALCAM



National Doctors' Day was celebrated in March at UI Hospitals and Clinics with a special reception for faculty, resident, and fellow physicians. The physicians were treated to lunch and were given recognition gifts.

In his e-mail message to all UI Health Care faculty and staff, Vice President Robillard expressed his optimism for the future:

“As you know, this is an exciting and dynamic time for all involved in patient care at The University of Iowa. Our organization is in the process of undergoing dramatic changes. These changes will shape the future of our teaching, research, and clinical capabilities ... To lead our new organization into the future, I am pleased to announce important changes—including some new appointments—to the organization's senior leadership team. These talented individuals will direct the strategic and integrated priorities of UI Health Care and will help to create a superior next-generation academic medical center. I especially want to commend those individuals continuing on the expanded team for their outstanding leadership and dedication to UI Health Care.”

Robillard team of

Emphasizing collaboration and integration as the means to achieve greater success, Jean Robillard, MD, vice president for medical affairs and dean of the UI Carver College of Medicine, announced changes in his leadership team on July 16, 2007. Leaders of the expanded organizational team will focus on ways to strengthen University of Iowa Health Care, the partnership between the hospital and the medical college that has existed formally since 1999. Also included in the new structure is University of Iowa Physicians, the organization formerly known as the Faculty Practice Plan.

Robillard believes that a centralized organization will create a “nimble, flexible organization—one that provides a totally integrated continuum of care and promotes partnerships across all departments and disciplines.” Other benefits of the new leadership structure include:

- Collaboration among experts from diverse disciplines will enhance patient care
- Organizational integration will increase efficiency and cost effectiveness
- Unified enterprise components will reinforce academic distinction
- A shared vision will result in better application of resources
- Alliance will strengthen responses to challenges and opportunities

Expanded UI Health Care senior leadership team

- **Donna Katen-Bahensky**, Senior Associate Vice President and CEO, UI Hospitals and Clinics. Responsible for managing operations of UI Hospitals and Clinics, overall quality, and patient-focused care.
- **Peter Densen, MD**, Executive Dean, UI Carver College of Medicine. Oversees day-to-day operations of the College. Responsible for leading all research and education functions of the College.
- **Craig Syrop, MD**, Associate Vice President for UI Physicians. Oversees development of a fully integrated faculty medical group model of patient-focused care. Leads organizational change to a “best practices” culture of service excellence. Serves as Chief Medical Officer of UI Physicians.
- **Ken Fisher**, Associate Vice President for Finance and CFO, UI Hospitals and Clinics. Provides financial leadership and services covering each component of UI Health Care. Oversees all major financial operations and related personnel within UI Health Care.
- **Bill Hesson**, Associate Vice President for Legal Affairs and Legal Counsel, UI Hospitals and Clinics. Oversees all legal matters for UI Health Care and its components. Works closely with UI General Counsel.
- **Lee Carmen**, Associate Vice President for Information Systems. Oversees comprehensive information technology services—including technical support, applications development, and clinical applications—across the entire UI Health Care enterprise.
- **Stacey Cyphert, PhD**, Assistant Vice President for Health Policy. Provides leadership and advises the Vice President for Medical Affairs on local, state, and federal legislative matters.
- **Erin Minné**, UI Foundation Vice President, Health Sciences Development. Leads fundraising activities and initiatives for UI Health Care. Serves as lead liaison between UI Foundation and UI Health Care and reports directly to the UI Foundation Senior Vice President of Development.
- **Sarah England, PhD**, Special Assistant to the Vice President. Advises the VP for Medical Affairs on various health policy matters and makes recommendations regarding opportunities for pursuing strategic initiatives. (~20% effort)
- **Karen Butler**, Executive Assistant to the Vice President. Provides administrative, organizational, and strategic support to the VP for Medical Affairs; oversees day-to-day operations of the VP for Medical Affairs office.

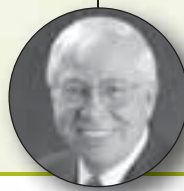
Two positions are unfilled at this time:

- Associate Vice President for Marketing and Communications. Provides leadership for marketing, communications, and external relations for UI Health Care. Oversees integration of these functions across the enterprise. A national search is planned to fill this position.
- Senior Advisor for Integrated Medical Center Planning. In consultation with VP for Medical Affairs, provides leadership and direction in managing strategic planning and business development across the entire UI Health Care enterprise.

and expands leadership UI Health Care

Board of Regents, State of Iowa
Michael Gartner, President

President, The University of Iowa
Sally Mason



**Vice President for Medical Affairs and Dean,
UI Carver College of Medicine**
Jean Robillard, MD

**Senior Advisor
for Medical Center
Integrated Planning**
TBD

**Executive Assistant
to VPMA**
Karen Butler



**UI Foundation VP
Health Sciences
Development**
Erin Minné



**Assistant VP
for Health Policy,
Senior Assistant
Director, UI
Hospitals and Clinics**
Stacey Cyphert, PhD

**Special Assistant
to VPMA**
Sarah England, PhD



Executive Team



**Executive Dean,
UI Carver College
of Medicine**
Peter Densen, MD



**Associate VP
for UI Physicians**
Craig Syrop, MD



**Associate VP Finance
and CFO, UI Hospitals
and Clinics**
Ken Fisher



**Senior Associate VP
and CEO, UI Hospitals
and Clinics**
Donna Katen-Bahensky



**Associate VP for
Marketing and
Communications**
TBD

**Associate VP for
Information Systems**
Lee Carmen



**Associate VP Legal
Affairs and Legal
Counsel, UI Hospitals
and Clinics**
Bill Hesson

New name for Children's Hospital

In April, Children's Hospital of Iowa officially changed its name to University of Iowa Children's Hospital to emphasize its long history as a part of The University of Iowa. A market survey conducted last year found that the link between Children's Hospital of Iowa and the UI was not clear to respondents. UI Children's Hospital serves children and their families at its main campus in Iowa City and at satellite clinics throughout Iowa. *Child* magazine ranks it among the top 20 children's hospitals in the nation.

College of Dentistry Celebrates 125 Years

This year, the UI College of Dentistry celebrates its 125th anniversary. Rotating exhibits can be viewed in the Dental Science Building featuring historical information about past deans, women in Iowa dental history, and dental research at UI. The exhibits will run through October. Founded in 1882, the UI College of Dentistry began as the State University of Iowa Dental Department. In 1883, the college graduated its first class of eight students.

Web site can help with evaluating older drivers

A new online resource available to Iowans can help families coping with the decision about whether to permit an older family member to continue driving. The University of Iowa Center on Aging has created a Web site that identifies programs in Iowa to evaluate driving performance. Go to www.centeronaging.uiowa.edu and click on the "Resources" link for more information.

HIPAA training required of all

Hospital policy requires all employees to document that they have read and understand the HIPAA confidentiality policy. In addition, the hospital must have a record for all employees to confirm that they have read and signed off on their understanding of the policy. A new online process is available to employees through the University ICON site.

Smoking Cessation Group Clinic

A Smoking Cessation Group Clinic is now available through the Department of Pharmaceutical Care, using space in the Counseling and Health Promotions area in UI Family Care. Participants must be older than 18, smoke daily, and be willing to quit smoking within the first 30 days of the clinic. For complete information, call 6-4712.

Smoke-free brochures available

Supporting a Smoke-free Environment brochures are available free through Hospital Stores, using order number MH08603. Brochures should be placed at clinic reception areas, registration areas, and information desks. The brochures help support implementation of the Smoke-Free Policy in effect since July 1, 2006, by outlining what patients and visitors need to know about the policy, by featuring a map of the smoke-free boundaries, and by listing resources for smoking cessation assistance.

New service in ophthalmology

The Department of Ophthalmology and Visual Sciences now provides routine eye examinations by faculty optometrists on Monday, Wednesday, and Friday afternoons. The goal of the service is to provide a cost efficient primary care eye examination in 60 minutes or less, with no longer than a two week wait for the appointment. For more information or to schedule an appointment, call 6-2852.

Product alerts and recalls

The Department of Procurement Services uses the Web-based Risk and Safety Management Alert System (RASMAS) service to provide comprehensive notification, distribution, and management of product alerts and recalls. Currently, all recall and alert mail received in the hospital mail room is re-directed to Procurement Services for processing. However, some mail coming through delivery services such as Fed Ex or UPS may be signed for and misdirected or misinterpreted internally. If you receive a letter, e-mail, fax, or phone call relating to a recall, alert, bulletin, or field correction, immediately forward the information to the Recall and Alert Risk Manager in the Department of Procurement Services, 3057 Shipping and Receiving Facility, FAX 6-1102. If this type of letter is delivered by a courier service, please direct the courier to Procurement Services. Questions? Call Alisa Schantz (6-8103 or pager 2510) or John Lindberg (6-7439).

Facilities Services name change

In May, the department known as Facilities Services changed its name to Engineering Services. Areas within Engineering Services include Hospital Grounds, Maintenance/Engineering, and the Work Control Center.

CLOSEUP:



What's in the new

Among the services and amenities provided in the new main entrance lobby are a dedicated space for the new Services gift shop called Wild Rose Gifts and Volunteer Services and the University Book Store.

Concierge Services

The Concierge Services program provides patients and visitors with information and amenities to enhance their experience while receiving health care at UI Hospitals and Clinics. A concierge is available from 8 a.m. to 5 p.m. weekdays or by phone at 356-1900.

Other services provided by Concierge Services include sending birthday cards and recognizing special occasions for inpatients, and accommodating unique requests including special banking or emergency needs, among others.

Annah Marsh is the UI Hospitals and Clinics concierge, supervised by Sharon Artman in Guest Services.

Concierge Services provides help with:

- Overnight lodging in the hospital or at a local hotel or motel
- Transportation to and from the hospital
- Valet parking service
- Patient escorting
- Dining information within or outside the hospital
- Information about shopping and local attractions

Amenities available in the Concierge Services area:

- Computer with Internet access
- Notary service
- Photo copying
- Fax services

Wild Rose Gifts and Wild Rose Books

The development of the new main entrance lobby space made way for the highly successful Volunteer Services Gift Shop to expand—both in size and offerings. The shop, called Wild Rose Gifts, will continue to offer favorite merchandise along with new items such as SAK and Hobo purses, and gifts featuring the hospital logo. Special gift baskets will also be available.

Wild Rose Gifts will continue to be managed by Volunteer Services and proceeds will benefit programs that support patients and their families as always.

"The opening of our new shop presented an opportunity for Volunteer Services to refresh the shop name, to upgrade the 'look' of the shop, and to enhance the inventory," said Mary Ameche, director of Volunteer Services. "The space is large and so beautiful. Now, our patients, staff, and visitors can shop in a store that fits the updated, contemporary style of the new lobby."

After brainstorming sessions with Ameche, store manager Patty Sterner, assistant manager MaryAnn Heither, and Jane Zukin from the Joint Office for Marketing and Communications (JOMC), the name "Wild Rose" was selected.

"The name and graphic elements designed by JOMC Art Director LeeAnn Eddins are perfect for many reasons, but mainly because they represent our volunteers in such a positive light," said Ameche. "The wild rose is the official state flower of Iowa and we treasure it just as we treasure our volunteers who generously give their time and talent to enhance the experience of our patients and their families. The name also reminds customers of the hospital's connection to Iowa."

The new lobby space also prompted the creation of a partnership with the University Book Store.

"We're very excited about working with such a well-established book store," said Sterner. "This new venture between Volunteer Services and the University Book Store will bring in additional funds to support our patient programs. I'm excited to see Wild Rose Books become as familiar in the hospital as the gift shop."

S new main entrance lobby?

in the Patient and Visitor Services Center in the new area for Concierge Services; a new and larger Volunteer Center; and Wild Rose Books, a new partnership between Wild Rose Books and the University of Iowa Book Store. In addition, the new area includes a larger Java House location with seating.

The book store will feature many popular fiction titles including the new book, *Harry Potter and the Deathly Hallows*. In addition, many non-fiction titles and daily newspapers are offered.

Why "Wild Rose"?

- In 1896, the wild rose was selected as the motif on the silver service of the USS Iowa.
- The wild rose was designated as the official State Flower of Iowa in 1897.
- The botanical name is *rosa pratincola* or wild prairie rose. The species is native to prairies and meadowlands throughout central North America. The flowers are pink or white. The plant bears fruit, or hips, in the late summer which can be used as food, for medicinal remedies, or prepared as tea. The hips are an important food source for wildlife.
- As a flower, the wild rose is beautiful, tenacious, and hardy. It produces graceful flowers on a strong base.
- As a symbol, the wild rose serves as a reminder of the special link between University of Iowa Hospitals and Clinics and the state of Iowa.
- The wild rose also symbolizes the strength and beauty of our volunteers who provide valuable service and support to our patients, visitors, and staff.



Wild roses are like UI Hospitals and Clinics volunteers—strong, yet elegant—true Iowa treasures.

Above right: Artist Susan Chrysler White and her assistant install the glass sculpture in the new main entrance lobby.

Right: A new gift shop is featured in the main entrance lobby.



Wild Rose Gifts

Wild Rose Books

SAVE THE DATES

September 24 to 28

Wild Rose Gifts and
Wild Rose Books
Grand Opening Event

Sign up to win prizes!

Project 3000— hope through genetic research

University of Iowa leaders, physicians, researchers, and staff have partnered with prominent sports figures to help identify 3,000 people in the United States with Leber's Congenital Amaurosis (LCA), an inherited cause of blindness in children. Chicago Cubs first baseman Derrek Lee and Boston Celtics CEO and co-owner Wyc Grousbeck both have a child with LCA and together, are spearheading the effort with support from the Chicago Cubs, the Boston Celtics, the Foundation for Retinal Research, the Foundation Fighting Blindness, and the John and Marcia Carver Nonprofit Genetic Testing Lab at The University of Iowa. In addition, Lions Clubs of Iowa and other volunteers are participating.

Nearly 650 Americans with LCA already are known, leaving approximately 2,350 people in the nation yet to be identified. The Project 3000 initiative goals are to provide hope for those with LCA, to give them accurate information about their condition, to find the remaining LCA genes (10 are identified), and, eventually, to find cures and make genetic testing the standard of care for LCA.

Edwin Stone, MD, PhD, professor of ophthalmology and visual sciences and a Howard Hughes Medical Institute investigator, said, "This is the first program of its kind to offer genetic testing for any

eye disease to every affected person in the country. Project 3000 likely will achieve its first objective and become the 'blueprint' recipe for attacking dozens of other sight-robbing diseases."

In May, a fundraising event, "Project 3000 Night" was held in Des Moines during the Iowa Cubs game against the Sacramento River Cats. A silent auction of signed Cubs baseball memorabilia was featured. Also, a "Play for LCA" opportunity was held, thanks to Iowa Cubs owner Michael Gartner, who authorized the Iowa Cubs Foundation to donate \$1,000 for every home run hit by an Iowa Cub and \$100 for every strikeout an Iowa Cubs pitcher threw that evening. A recent fundraiser by the Kerry Wood's Strike Zone Celebrity Bowling Tournament raised \$300,000 for Project 3000.

The project is based at the UI Carver College of Medicine. Partnering with the Carver Nonprofit Genetic Testing Laboratory is the Center for Bioinformatics and Computational Biology, a joint research unit of the UI College of Engineering and UI Carver College of Medicine. For more information, go to: project3000.org, where families affected by LCA can register to participate. Or, families can call toll-free 866-495-CURE (2873). To support Project 3000, go to: helpproject3000.org.

UI Hospitals and Clinics again ranks among the best

The complete list of ranked specialties at UI Hospitals and Clinics includes:

- **Otolaryngology (2)**
- **Ophthalmology and Visual Sciences (6)**
- **Orthopaedic Surgery (16)**
- **Neurology and Neurosurgery (18)**
- **Urology (22)**
- **Kidney Disease (26)**
- **Gynecology (32)**
- **Digestive Disorders (40)**

For the 18th consecutive year, University of Iowa Hospitals and Clinics ranks overall as one of “America’s Best Hospitals” with eight of the hospital’s specialties listed in an annual survey published by *U.S. News & World Report* magazine.

The Department of Otolaryngology—Head and Neck Surgery ranked second and the Department of Ophthalmology and Visual Sciences ranked sixth among the nation’s top 10 in the July 23 issue. The results mark a return to the rankings for Digestive Disorders and Neurosurgery and Neurology.

Donna Katen-Bahensky, senior associate vice president for medical affairs and CEO of UI Hospitals and Clinics, said that the survey’s results demonstrate the essence of the 2006-2011 strategic plan, *The Iowa Difference*.

“Our faculty and staff have a strong track record of offering innovative care, excellent service, and exceptional outcomes. As Iowa’s only comprehensive academic health center, we continue to



lead the way in changing health care and providing healing and hope to patients and their families,” Katen-Bahensky said.

Jean Robillard, MD, vice-president for medical affairs and dean of the UI Carver College of Medicine, noted that such rankings help highlight the depth and breadth of services at UI Hospitals and Clinics.

“These rankings point out how strong we are across the board,” Robillard said. “Our physicians are leaders in providing the most advanced care to patients, leading breakthroughs in research, and educating future generations of health professionals.”

Robillard and Katen-Bahensky caution that no one should make decisions about their health care based solely upon such rankings. That decision should be made after considering an array of factors and in consultation with the patient’s personal physician. To see the complete list, go to: www.usnews.com.

Smoking policy across the UI campus

As of July 1, smoking is prohibited on the University of Iowa campus within 25 feet of all campus buildings, including parking ramps, enclosed parking facilities, and athletics facilities. Signs are posted throughout campus on building entrances and exits. Smoking has been banned everywhere on the UI Hospitals and Clinics campus and the Health Sciences campus, including the Field House, since April 2007.

The University has adopted this policy because of its commitment to provide a healthy and supportive environment for faculty, staff, and students. Smoking is the number one health risk in America today—not only for smokers themselves, but for non-smokers via secondhand smoke.

All faculty, staff, students, and visitors are expected to comply with the University smoking policy. Individuals who violate the designated no smoking areas will be asked to comply with policy. Supervisors of faculty and staff will be notified of repeat violations, and faculty, staff, and students may be subject to their respective disciplinary procedures to address compliance with University policy. Faculty, staff, and students who see visitors smoking in designated no-smoking areas are asked to politely inform them of the smoking policy.

For students, faculty, and staff who would like assistance with quitting smoking, the University offers a number of cost-free programs. For more information about these programs and about the UI smoking policy, see the University’s Smoking Policy Information site at www.uiowa.edu/homepage/smoking.



HOSPITALCAM



UI Children’s Hospital recently unveiled a new cancer unit on Level 3 of the Colloton Pavillion. UI Dance Marathon, a major donor to the project, contributed \$625,000 to the space that features the latest technology and equipment. The area offers private and double rooms and bedside entertainment including DVD players, flat screen televisions, and game systems provided by Dance Marathon.

Manchester boy is Children’s Miracle Network ‘Champion’

A young boy from Manchester, representing all Iowa children who have faced serious medical challenges, was recognized during the Children’s Miracle Network “2007 CO-OP Network Champions Across America” program. Matt Marbach, 12, lost his left arm following an accident on the family farm in August 2005. Specialists at UI Children’s Hospital helped Matt recover from his injuries.

His parents, Gerry and Nancy Marbach, say they are amazed by their son’s attitude and resiliency. Matt has returned to playing his most beloved sport, baseball, and also participates in football.

This past spring, Matt and his parents joined 49 other Champions—one from each state—in Washington, D.C., to serve as ambassadors for 14 million of their hospitalized peers. Following their stay in the nation’s capitol, the Champions traveled to Orlando, Fla., where they participated in videotaping the 2007 CMN Telethon at Walt Disney World, broadcast nationwide the weekend of June 2-3. They also participated in national media events, radio interviews, and satellite media tours.





American Cancer Society breaks ground for Hope Lodge

On Thursday, July 12, the American Cancer Society (ASC) broke ground for the Russell and Ann Gerdin American Cancer Society Hope Lodge scheduled to open in Iowa City in September 2008. This “home-away-from-home” will provide free, non-medical lodging for cancer patients and their caregivers, with access to all three local hospitals: University of Iowa Holden Comprehensive Cancer Center, VA Hospital, and Mercy Hospital in Iowa City.

Russell Gerdin, chief executive officer of Heartland Express, Inc., and a cancer survivor, donated \$3 million for the facility if \$2 million additional dollars were raised by the community. A \$500,000 gift from Mid-American Energy helped the ASC fundraising campaign achieve both the \$2 million Gerdin Challenge and the \$6 million fundraising level needed to break ground.

“MidAmerican is pleased to have the opportunity to help with providing resources for Hope Lodge,” said Todd Raba, president of MidAmerican Energy. “Many of the patients and their families statewide who will be served by Hope Lodge during their time of need live in communities served by MidAmerican Energy. We hope that none of our customers or employees ever needs to use this type of facility, but if they do, Hope Lodge will provide a safe and caring environment.”

The \$8 million capital campaign consisted of two parts: \$4 million for the construction of the building and a \$4 million endowment to cover the operational costs of the Hope Lodge. The facility will be owned and operated by the American Cancer Society. For more information about the American Cancer Society Hope Lodge campaign in Iowa, please call Marcia Holley at 888-266-2071 ext. 7104.



Heartland Express CEO Russ Gerdin (above) and his wife Ann donated \$3 million to the Hope Lodge.

Humanism in Medicine award

A faculty member and a fourth-year medical student from the University of Iowa Roy J. and Lucille A. Carver College of Medicine have been awarded the 2007 Leonard Tow Humanism in Medicine Award from the Arnold P. Gold Foundation.

Michael Cohen, MD, professor and head of the UI Department of Pathology, was selected as this year’s faculty recipient of the award, and UI Carver College of Medicine medical student Sally Leitch received the student award. The award was established to recognize and honor faculty members and students who demonstrate the highest standards of compassion and sensitivity in their interactions with patients, their colleagues, and the public.

Cohen, the Richard G. Lynch Chair in Experimental Pathology, is an internationally renowned diagnostic cytopathologist, urologic pathologist, and prostate cancer researcher. Nomination letters from students cited Cohen’s sincerity and genuine interest in medical students’ careers. He served as a facilitator for the students’ personal and professional development groups, where he offered guidance and encouraged students to serve their patients and communities with concern, fairness, and respect.

Leitch was honored for her compassion, her ability to connect with patients and their families, and her professionalism. Nomination letters noted her ability to lead by example, her cultural competence, her ability to handle even the most difficult situations, and the extra time she spends talking with her patients. Leitch frequently volunteers for the Mobile Clinic that provides care to underserved populations in Iowa City and surrounding communities.



HOSPITALCAM



A staff open house was held in June to celebrate the opening of new clinics and services in the Pomerantz Family Pavilion. The area now houses the new Dermatology Clinic, Medical Specialty Clinic, Pulmonary Diagnostic and Interventional Services, and a Phlebotomy Intake Station. These areas are on Level 3 of the Pomerantz Family Pavilion. The new UI Women’s Health Center will soon open in that area, also. Pictured (left to right) Grace Wani, Ibrahim Gangol, Christina Taylor, Jennifer Kolosik, and Laila Bashir all work in the area’s new phlebotomy clinic.

New president for The University of Iowa

“It is difficult for me to describe my excitement, my enthusiasm for The University of Iowa and for all of you. But I think I can perhaps sum up all my deepest feelings in two heartfelt words I intend to shout loud and often in the years ahead: GO HAWKS!!!”

—Sally Mason

Sally Mason, former provost and professor of biology at Purdue University, is The University of Iowa’s 20th president. Mason earned a PhD in cellular, molecular, and developmental biology at the University of Arizona. She earned a master’s degree in developmental biology at Purdue University and a bachelor’s degree in zoology from the University of Kentucky.

The Board of Regents, State of Iowa, made the announcement June 21, effective August 1. Mason succeeds David Skorton, who left the UI in June 2006 to become president of Cornell University in New York.

Mason quoted the late space pioneer James Van Allen, who said, “One of the most enthralling things about human life is the recognition that we live in ... a universe without bounds.”

In her first e-mail greeting to faculty and staff, she said, “My husband Ken and I have been touched by the kindness, generosity, and enthusiasm with which you have welcomed us ... I promise to approach this new leadership role with the same spirit of giving and optimism that you have extended to us.



UI physicians named top doctors for men

Two physicians were cited for being among the nation's top 160 doctors in eight specialty fields for men. The rankings were published by *Men's Health* magazine.

The two specially cited physicians were Harold Adams, MD, listed among the nation's top 20 neurologists, and David Elliott, MD, listed among the nation's top 20 gastroenterologists.

In addition to Adams and Elliott, UI physicians named in the *America's Top Doctors* rankings are:

Cardiac Electrophysiology

Mark Anderson, MD, PhD

Gastroenterology

David Elliott, MD; Bruce Luxon, MD, PhD;
Satish Rao, MD; Warren Schmidt, MD;
Konrad Schulze, MD; William Silverman, MD

Gynecologic Oncology

Koen De Geest, MD

Medical Oncology

Gerald Clamon, MD; George Weiner, MD

Neonatal-Perinatal Medicine

Edward Bell, MD

Neurology

Harold Adams, MD

Neurological Surgery

Arnold Menezes, MD; Timothy Ryken, MD;
Vincent Traynelis, MD

Ophthalmology

Wallace Alward, MD; Keith Carter, MD; Andrew Lee, MD;
Jeffrey Nerad, MD; Edwin Stone, MD, PhD;
Thomas Weingeist, MD, PhD

Orthopaedic Surgery

Joseph Buckwalter, MD; John Callaghan, MD;
Stuart Weinstein, MD

Otolaryngology

Gerry Funk, MD; Bruce Gantz, MD; Henry Hoffman, MD

Pain Medicine

Richard Rosenquist, MD

Pathology

Michael Cohen, MD; Frank Mitros, MD

Pediatric Cardiology

Michael Artman, MD

Pediatric Hematology-Oncology

Raymond Tannous, MD

Plastic Surgery

John Canady, MD

Psychiatry

Arnold Andersen, MD

Pulmonary Disease

Gary Hunninghake, MD; Geoffrey McLennan, MD

Reproductive Endocrinology

Bradley Van Voorhis, MD

Rheumatology

Robert Ashman, MD; George Lawry, MD

Surgery

James Howe, MD; Carol Scott-Conner, MD, PhD;
Ronald Weigel, MD, PhD

Thoracic Surgery

Douglas Behrendt, MD; Mark Iannettoni, MD

Urology

Michael O'Donnell, MD; Richard Williams, MD;
Howard Winfield, MD

Vascular Surgery

Timothy Kresowik, MD



Anyone affiliated with UI Health Care is eligible for an Above and Beyond the Call of Duty award. Forms are available in Hospital Human Resources, the Fountain Dining Room, and from departmental supervisors. The CEO Award is given to nominees who exemplify the I Care core values of service leadership—integrity, commitment, accountability, respect, and empathy. Congratulations to the following staff members who recently received this award:

AirCare

Bob Hartman
Jeffrey Lipcamon
David Miller

Ambulatory Surgery Center

Toni Booker
Vicki Harkins
Gail O'Donnell

Anesthesia

Carla Aldrich
Heather Bair
Robert Frohm
Venkateswara Karuparth

Bioengineering

Daniel Millmeyer
Kevin Strang

Center for Disabilities and Development

Linn Noble
Angela Smith

Clinical Cancer Center

Patricia Crile
Infusion Suite Staff

Clinical Research

Deanna Frei

Credentialing Center

Jacqueline Buol

Environmental Services

Rebecca Hall
William Hingst
Jeanne LaBar
Lavonne Nemmers
James Poeschel
Allen Reed
4 JCW and 4 JCE Moving Crew

Graduate Medical Education

Richard Garrison

Guest Services

Karl Burhop
Annah Marsh

Health Care Information Systems

Karen Becker
Michael Ferrel

Health Information Management

Heather Wilhelm

Hospital Administration

April Pitts

Hospital Dentistry

Deborah Adamec
Carol Axberg
Jason Chandler
Loree Crossett
Shelly Eden-Ellison
Willis Sisley

Internal Medicine

Aash Bhatt
Allison Hilkin
Donald MacFarlane
Farid Moussavi-Harami
Heather Osborn
Jack Stapleton
Yiming Wu

Maintenance and Engineering

Michael Reeve
Harry Russell

Material Services

Adam Reynolds

Neurology

Ellen Paul
Shekar Raman
Erik St. Louis
Malcom Yeh
Ergun Uc

Nursing

Manleena Ahluwalia
Kimberly Allred
Thomas Anderson
Karen Anzelc
Ronda Arndt
Susan Barske
Mary Beinhart
Jean Bengé
Beth Berning
Jasmine Beverly
Andrea Black
Mary Blessing
Hanson Bloesch
Cheryl Bock
Ann Bockelman
Cheryl Bombei
Margaret Bonde
Cheri Bragg
James Brown

Kelly Brueck
Dawn Buckley-Jackson
Linda Calvert
Meghan Chandler
Jefferson Cohee
Jessie Collum
Marilyn Collum
Alice Cox
April Cribbs
Jennifer Damon
Heather Delashmutt
Amber Deltoff
Michelle Dolan
Carmen Dolezal
Ronda Drahozal
Barbara Eash
Robin Enfield
Jackie English
Kelly Ernst
Ebenezer Essien
Mackenzie Evans
Belva Everett
Carrie Faber
Erin Finch
Samuel Gallo
Shyrl Gerhardt
Angela Giese
Rebecca Gittings
Twyla Goritz
Gina Greiner
John Haak
Suzanne Hammer-White
Michelle Heinze
Deborah Herring
Sarah Hill
Kelly Hochstetler
Christine Hocker
Traci Hoefler
Hoang Huynh
Margery Jensen
M.T. Julich
Margaret Kamande
Christopher Kirschbaum
Susan Kloos
Kathy Koehler
Julie Landsteiner
Deann Lagrange
Michelle Lake
Kenneth Lamb
Deborah Lawrence
Mary Linder
Amy Link
Karen Lynch
Lindy Malmin
Angela Martens
Carol McCafferty
Kathy McConahay
Megan McFarlane
Jamie McGonegle
Margaret McKone
Nancy Means
Joann Meyer
Angela Mouglin
Valerie Moyer
Christian Mozena
Jeanette Muller
Allison Myers
Janette Nelms
Marion Nelson
Patty O'Connor

Tina O'Quinn
 Sharon Olson
 Angel Overstreet
 Gloria Palmer
 Linda Paris
 Rebecca Persoon
 Robin Peters
 Holli Poock
 Deanna Powers
 Geralyn Quinn
 Emily Risk
 Sarah Rittenmeyer
 Deborah Ruffin
 Ashley Ryan
 Anne Schneider
 Rosanna Seabold
 Nicole Shillington
 Matthew Smith
 Karen Stenger
 Andrew Stumbo
 Patricia Troyer
 Kelly Tungesvik
 Laura Uhrich
 Irene Unternahrer
 Robert Vascik
 Jamie Vastine
 Kathryn Veldhouse
 Nicole Wagner
 Terri Wagner
 Carolyn Walker
 Matthew Watson
 Janis Weatherford
 Rebecca Wendt
 Marne Wenstrand
 Linda Whitham
 Julie Wiebold
 Jacque Williams
 Katherine Williams
 She-Leiyas 'Peaches' Wytch
 All Staff on 8 JCP
 All Staff on 4 JPE
 All Staff on 4 JPW
 All Staff on 2 RCE
 All Staff on 4 RCE
 Night Shift Staff – 4 RCP
 All Staff – Team 7
 All Staff on the Cardiac Floor

OB-GYN

Diane Elas
 Paula Eveleigh
 Danel Kofron
 Cindy Riggan
 Susan Wing

Ophthalmology

H.C. Boldt
 Connie Hinz
 Randy Kardon

Otolaryngology

Bruce Gantz
 Otolaryngology Surgeons

Pathology

Craig Fobian
 Norman Kalvig
 Nancy Koerner

Patient Financial Services

Lesla Bowles
 Sheila Fort
 Darin Hollenbeck

Pediatrics

Edward Bell
 Sharon McMillan

Pharmaceutical Care

Melissa Bachelder
 Deanna McDanel

Psychiatry

Andrew Lancia
 Sarah Schaettle

Radiology

Debra Barnes
 Ann Dall
 Mary Knopik
 Kevin Llewellyn
 Christine Mundt
 Migdalia Partida
 Beverly Seaton
 Department of Nuclear
 Medicine

Rehabilitation Therapies

Kevin Jensen

Respiratory Care

Valerie Maglioacchetti
 Michael Minchik
 Patricia Rodgers

Safety and Security

Robert Aldrich
 Shawn Reinier

Social, Patient, and Family Services

Jill Carroll
 Richard Hines
 Cheryl Parnell
 Rebeka Romano-O'Neill
 Lena Steinhorn

Spiritual Services

Martha Lang

Strategic Relations

Megan Threlkeld

Surgery

Dwight Barnes
 David Fromm

UI Carver College of Medicine

Ezra Hallam
 Daniel Jeong

UI Family Care Center

Kelly Kuehn Skelly
 Gretchen Schmuch
 All Family Care Center Nurses

UI Heart and Vascular Care

Beverly Conrad
 Denice Daly
 Eileen DeArmond
 Judith Delsing
 Lynette Feller
 Michelle Gilbert
 Solomon Gould
 Ilka Hill
 Sheila Keating
 Paula Shellabarger
 Michelle Sweeting
 Stefani Tjelmeland

Volunteers

Jessica Bourquin
 Shannon Gavin
 Drew Gripenrog

CEO Above and Beyond Awards

From the group of ABCD nominations submitted each month, the UI Health Care Staff Recognition Committee reviews and selects one person to receive special recognition from CEO Donna Katen-Bahensky for demonstrating the I Care core service values of Integrity, Commitment, Accountability, Respect, and Empathy.

CEO AWARD

COLLEEN MCMAHON, RN



Department: Nursing, CVICU

Nominated by: Lisa Bazler

(from left to right) Donna Katen-Bahensky, Colleen McMahon, and Kim Lopez.

My mother had a heart attack and the staff at UI Hospitals and Clinics did a first-rate job caring for her during the weeks before her passing. But one nurse in particular, Colleen McMahon, clearly went above and beyond the call of duty in caring for my mother and family, which helped me tremendously during one of the most difficult times in my life. Colleen would comfort and care for my mother and father every day. She helped my father understand my mother's condition, brought him food and coffee, and kept him company. She scheduled hair appointments and physical therapy and periodically checked the status of my mother's condition at our request. She would even come in on her days off to check in with my mother and father. That meant so much to me, since I live in California and could not be with my mother being nine months pregnant and unable to travel. Thank you for having such an exemplary person on your team. She has had a profound impact on all of us and we will be forever grateful.

CEO AWARD

MIKE REEVE



Department: Facilities Services/Locksmith

Nominated by: Karen Rock

(from left to right) Tim Gaillard, Linda Berquist, Mike Reeve, and Donna Katen-Bahensky.

In February, I left my office and walked to the Arena Parking Lot and started my car. I needed to remove snow from the hood and passenger side. When finished, I realized I had accidentally locked the car – running with cell phone, extra set of keys, etc. inside. The lady next to me allowed me to use her cell phone to call my husband who works in Wilton and would take at least an hour to reach me. I decided to stay warm inside Carver Arena. While there, I contacted the key shop to see if by chance they were able to unlock vehicles. I reached Mike, who was very happy to assist. He set out to find me, but due to a miscommunication on my part, he was looking in the wrong lot. Rather than giving up and going home for the day he continued to search and find me and unlocked my car. As I drove him back to the hospital, I learned that not only was his wife waiting on him, it was also his wedding anniversary. I truly appreciate the dedication Mike showed and recognize his willingness to go above and beyond.

CEO AWARD TAMMY GUDENKAUF, RN AND MISSY AITCHISON, RN

CEO AWARD TEAM 2 MAIN OPERATING ROOM



(from left to right) Donna Katen-Bahensky, Jody Kurtt, Tammy Gudenkauf, Janet Geyer, Cyndie Waters, and Missy Aitchinson.

Department: Nursing, NICU
Nominated by: Janet Geyer

Upon learning that a fellow staff nurse in the NICU was having challenges in her home life (her husband's health was failing and required a great deal of care and her daughter and grandchild are living with them as Hurricane Katrina victims), these two nurses organized the NICU staff in setting up a schedule for meals to be delivered to her home. Her gratefulness was overwhelming. She said, "I am amazed at the kindness of such a wonderful group of co-workers. Working is good, and to work with all of you is my dream job!"



The generosity of the entire surgical operating room team was recognized with a CEO Award.

Nominated by: Victoria Steelman

Team 2 in the Main Operating Room exemplifies the caring, compassionate values of our hospital every day. Team 2 was especially touched by one of their patients, whose condition was so serious, that Christmas would likely be a very sad time for the entire family, including small children. It would be easy to de-personalize this family's sorrow, especially in the high tech, sterile environment of an operating room; even easier, when the patient is under anesthesia. But, Team 2 used their cohesiveness and creativity to make a difference by collecting a wide array of food and making beautiful gift baskets. One member and her husband donated a gift certificate to a Cedar Rapids restaurant. The team auctioned the basket and the raffle was a resounding success, raising over \$500 for the family.



APPOINTMENTS

Wayne Abbott, named director, Engineering Services

Eric Bloom, MHA, MBA, named administrator, Ambulatory Surgery Center

Theresa Brennan, MD, associate professor, Internal Medicine, appointed John W. Colloton Associate Professor in Clinical Cardiology

Theresa Brennan, MD, associate professor, Internal Medicine, named director of Clinical Programs for the Division of Cardiovascular Diseases

Ann Broderick, MD, MS, named medical director, Palliative Care Program

Keith Carter, MD, professor and head of the Department of Ophthalmology and Visual Sciences, appointed Lillian C. and Dr. C.S. O'Brien Chair in Ophthalmology

Shane Cerone, MHA, named associate director, UI Hospitals and Clinics

Elizabeth Chrischilles, PhD, professor of epidemiology, UI College of Public Health, appointed Marvin A. and Rose Lee Pomerantz Chair in Public Health

Janet Fairley, MD, professor and head, Dermatology, appointed John S. Strauss Chair in Dermatology

Rita Frantz, PhD, RN, FAAN, named dean, UI College of Nursing

Rebecca Hegeman, MD, named vice chair for Clinical Programs in the Division of Cardiovascular Diseases

Richard LeBlond, MD, professor, Internal Medicine, appointed director of Quality and Outcomes for the Department of Internal Medicine

William Lynch, MD, Cardiothoracic Surgery, named director, ECMO Program for adult and pediatric patients

Joel Shilyansky, MD, associate professor of surgery and director of the Division of Pediatric Surgery, appointed Robert and Hélène Soper Endowed Chair in Pediatric Surgery

Sherri Steckroth, appointed interim director, Joint Office of Patient Financial Services

John Swenning, RN, MBA, COHN-S, named senior associate director of Nursing and Patient Care Services for Ambulatory Care Services

HONORS

Paul Abramowitz, PharmD, director of the Department of Pharmaceutical Care, named chairperson of the Iowa Board of Pharmacy

Richard Dobyans, MD, professor, Family Medicine, received 2007 Michael J. Brody Award for Faculty Excellence in Service

Timothy Gaillard, MHA, FACHE, senior assistant director of Patient-Centered and Support Services, became a fellow of the American College of Healthcare Executives

Richard LeBlond, MD, professor, Internal Medicine, named governor of the Iowa Chapter of the American College of Physicians (ACP); also named a Master of the ACP

Ignacio Ponseti, MD, professor emeritus, Department of Orthopaedics and Rehabilitation, received the Children's Miracle Achievement Award

Jean Pottinger, RN, MA, CIC, Office of Clinical Quality, Safety, and Performance Improvement, received the Advanced Practice Infection Control Professional Award from the Society of Healthcare Epidemiology of America

Satish Rao, MD, professor, Internal Medicine, and director of Neurogastroenterology and GI Motility, received the American Gastroenterology Association Distinguished Educator Award

Tom Scholz, MD, professor, Pediatric Cardiology, elected to serve on the Council of the Society for Pediatric Research

Victoria Sharp, MD, associate professor, Urology and Family Medicine, elected president of the UI Faculty Senate

Robert Summers, MD, Internal Medicine and director of clinical programs for the UI Division of Gastroenterology/Hepatology, received an American Gastroenterology Association Mentors Research Scholar Award

RETIREMENTS

Karen Arensdorf – Psychiatry

Jerry Atkins – Capital Management, July 1973 to January 2007

Ronald Blick – Environmental Services, November 1996 to April 2007

Peggy Blosser – Nursing, February 1979 to April 2007

Donna Cannon – Nursing, February 1985 to February 2007

Patricia Dellamuth – Nursing, May 2002 to January 2007

Allen Eakes – Safety and Security, March 1985 to November 2006

Jerry Haldeman – Health Information Management, February 1988 to January 2007

James Holderness – Joint Office of Patient Financial Services, January 1984 to February 2007

Nancy Hudson – Nursing, September 1996 to December 2006

Jean McCarty – Nursing, January 1974 to March 2007

Sharie McDermott – Food and Nutrition Services, April 1983 to May 2007

Christine McMorris – Nursing, December 1986 to June 2007

Marcia Nidey – Nursing, October 1986 to May 2007

Jan Vedepo – Nursing, July 1972 to May 2007

Lois Wagenknecht – Health Care Information Systems, August 2000 to February 2007

Linda Wieskamp – Joint Office of Patient Financial Services, March 1975 to December 2006



Transplant program leader named

Alan Reed, MD, has accepted the position of director of the Division of Transplant Surgery in the UI Department of Surgery, effective Sept. 15. Reed served at the University of Florida College of Medicine in Gainesville as an associate professor of surgery and surgical director of the liver transplant program there. Reed will direct the Organ Transplant Center at UI Hospitals and Clinics. He received his medical degree from Cornell University Medical College in New York. He completed a general surgery residency at the New York Hospital/Cornell Medical Center and an abdominal transplant fellowship at the University of Wisconsin-Madison Medical School.



Rodnitzky named head of neurology

Robert Rodnitzky, MD, was named head of the Department of Neurology. A UI faculty member for more than 30 years, Rodnitzky has served as interim department head since July 2005. He is a professor of neurology and director of the Movement Disorders Division. Rodnitzky has been a leading figure in developing experimental therapies for patients with Parkinson's disease, Huntington's disease, and related conditions.



Fisher named AVP-CFO

Ken Fisher, previously serving as interim Chief Financial Officer for UI Hospitals and Clinics since March, was named associate vice president for finance with UI Health Care and chief financial officer of UI Hospitals and Clinics. Fisher will oversee the financial management of UI Health Care and all its components, including UI Hospitals and Clinics, UI Carver College of Medicine, and UI Physicians. Fisher came to the UI from Charlotte, NC, where he was a director for Navigant Consulting, Inc.

Compass



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EDITOR/WRITER/Jane Zukin
DESIGN/Benson & Hepker Design
ADVISORY BOARD/Mary Ameche, Jay Cayner, and Diana Leventry

See Compass on the World Wide Web
www.uihealthcare.com/compass

