

Spotlight: CUMC Launches Sinuplasty Campaign

Chronic sinusitis, an inflammation of the sinus lining, is one of the most commonly diagnosed chronic illnesses. Creighton University Medical Center will launch a marketing campaign targeting sinus sufferers in September to help them “Breathe Easy.”

Leader’s Voice: CUMC Completes Phase One of the Patient Room Renovation Project

I am excited to announce the completion of the first of our patient care areas to be renovated, meeting the health care needs of our patients. The newly renovated cardiac care unit, located on the fourth floor (4100), will reopen on August 27.

People First: July and August Employee of the Month

Karen Kealy, patient access representative in the PAC Department was selected as the July Employee of the Month. Ed Mentzer, lead security officer, was selected as August Employee of the Month.

Patient Focus: Parking Lot Safety and Security

Features Added at Creighton University Medical Center

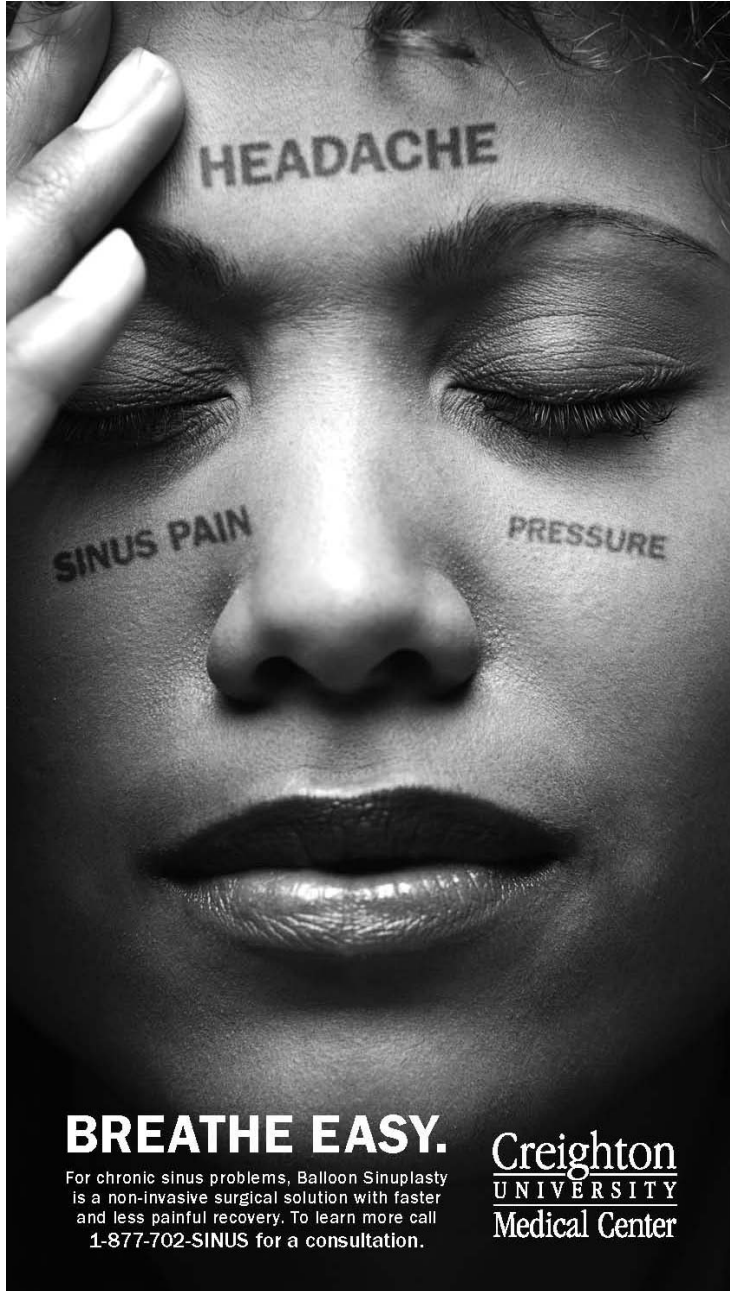
New emergency assistance phones have been placed in parking areas to provide better safety and security for patients, visitors and employees!

News & Announcements

- Creighton Medical Associates Welcomes New Physicians
- Tenet Care Fund
- Memorial Fund Established for Adam Smith
- Healthy at Tenet
- Creighton Medical School Admits Largest Class Ever
- Creighton Funding for Research Climbs to \$46 Million
- NPA Honors Pharmacist Matt Guzallis
- Corbin Named Creighton Cardiac Center Employee of the Quarter

- Join the Creighton and Creighton University Medical Center Corporate Cup Team
- Join the VA and CUMC Co-Ed Bowling League

Spotlight: CUMC Launches Sinuplasty Campaign



Chronic sinusitis, an inflammation of the sinus lining, is one of the most commonly diagnosed chronic illnesses. Creighton University Medical Center will launch a marketing campaign targeting sinus sufferers in September to help them “Breathe Easy.”

The campaign will run on a variety of platforms including print, radio, movie theatre and e-mail. The print ad, pictured, will run in the Sunday issue of the Omaha World Herald Sept. 5, 19 and 27. This will be followed by the launch of a radio traffic sponsorship and movie theatre ads throughout Omaha that will run through the end of September. An e-mail blast will also be sent by Omaha.com reaching over 30,000 subscribers.

Chronic sinusitis can lead to pain right behind the eyes, pressure and congestion. Other symptoms often include difficulty breathing, sore throat, bad breath, pain in the teeth or face and or loss of sense of smell or taste. Balloon Sinuplasty is a non-invasive surgical solution with faster and less painful recovery.

To learn more about this non-invasive surgical solution call 1-877-702-SINUS.

Leader’s Voice: CUMC Completes Phase One of the Patient Room Renovation Project



I am excited to announce the completion of the first of our patient care areas to be renovated, meeting the health care needs of our patients.

The newly renovated cardiac care unit, located on the fourth floor (4100), will reopen on August 27.

The recent renovation included the following aesthetic and functional upgrades:

- Installation of new headwall system, with oxygen and vacuum outlets, medical air, data ports, code alert, nurse call, power outlets and phone outlets
- New heart monitoring equipment
- Painting of walls
- New window coverings
- Installation of new floor and base
- Installation of overhead lighting
- Installation of nurse cabinets and patient wardrobe
- New 26" LCD televisions in patient rooms
- Increased access to patient bathrooms
- Patient bathroom enhancements including new wall and accent tile, counter, sink and faucet, mirror, lighting, toilet, grab bars and drain
- Nurse station enhancements including paint, new flooring and counter laminate and better access for staff

We started the patient care renovation project with the cardiac patient care area and will continue through all of the patient care areas. Phase two of the patient room renovation project will begin on unit 4600 and is scheduled to be completed by November 17. The third phase will renovate 4200 and is slated to be completed near the end of February.

These facility improvements will not only enhance the aesthetic look of the patient rooms, but also serve to create a more efficient work environment for nursing staff, contributing to the overall patient experience.

The completion of 4100 is just the first step in making CUMC the hospital of choice. Over the past twelve months we have also purchased a new state of the art MRI, renovated the public areas on the third floor, embarked upon a 5M renovation of our radiation therapy department, are just about to complete renovation of the surgical suite for minimally invasive surgery and in October we will be opening a new primary care clinic in South Omaha.

As we approach our 140th anniversary on September 24 I think it is appropriate that we celebrate these accomplishments that will take us into the next 140 years and beyond.

Sincerely,



Gary Honts, President and CEO of Creighton University Medical Center

People First: July and August Employee of the Month

Karen Kealy



Karen Kealy, patient access representative in the PAC department, was selected as the July Employee of the Month. Kealy has been with CUMC for over 14 years working in a variety of roles from administrative assistant in the administration and business offices to her current role as patient access representative. Kealy is also actively involved in the

Red Cross Blood drives, Heart Walk, Race for the Cure and Healthy at Tenet program.

Mary Schwery, billing compliance analyst, who submitted the nomination describes Kealy as an inspirational employee.

“Often Karen works in stealth mode not taking credit when credit is due,” said Schwery. “She always goes the extra mile anticipating needs and handles them before they become an issue. She is always smiling, has a huge heart and nothing you ask of her is too big or too small.”

When asked what she enjoys most about working at CUMC Kealy said it’s the people.

“The people make it feel like a family not just a place to work,” said Kealy. “I have been very fortunate to have had wonderful supervisors as well as great co-workers in each department.”

Ed Mentzer



Ed Mentzer, lead security officer, was named August Employee of the Month.

Matt Shaw, director of security and safety, who nominated Mentzer said, “Ed has been part of the CUMC team for over a decade. In that time Ed has been a very important part of the safety and security of all occupants of CUMC.”

Mentzer is responsible for training new security officers in departmental operations. He has also played a critical role in developing an identification system that aids officers by quickly identifying locations for emergency response and creating standard operating procedures that have resulted in more productive and coordinated responses to requests for service. In addition, he serves as a resource for other security and enforcement agencies. Mentzer even dedicates his personal time to studying and researching security operations and developing performance improvement programs for CUMC.

What he enjoys most about working at CUMC is the relationships that he has built. “I most enjoy the special relationships built over time with fellow staff members, doctors and administrators,” said Mentzer. He explains that those relationships have led to his long term loyalty to CUMC.

“I believe everyone appreciates the recognition of a job well done by his or her peers and supervisor,” Mentzer said. “That, more than anything, is the best reward.”

Nominate Someone for Employee of the Month

Each and every day we work with incredible people who provide outstanding patient care and extraordinary customer service. Please take the time to recognize these individuals by filling out the Employee of the Month Nomination Form. This is a great way to say “Thank You”. Please be sure to include specific examples in your nomination. The form can be found on Q:\Employee Nomination Form\Employee Nomination Form.pdf or in Administration.

Patient Focus: Parking Lot Safety and Security Features Added at Creighton University Medical Center



New emergency assistance phones and blue lights have been placed in parking areas to provide better safety and security for patients, visitors and employees!

The new blue lights have been installed that ensure better visibility and require less maintenance. These blue lights stay lit at all times to identify their location.

New emergency assistance phones have also been installed. The phones offer emergency and non-emergency assistance.

Non-emergency assistance:

- Car start
- Tire inflations
- Car unlocks

Press the small black button on the left to auto-dial the Security number (4090). Once security receives the call and hangs their receiver up the call will disconnect.

Emergency use:

Press the large red button on the right to auto-dial the Security Emergency number (4534) and activate the strobe light. The red Emergency button overrides all functions on the phone, so if the black button is activated, pressing the red button would disconnect the assistance call and activate an emergency call.

Creighton Medical Associates Welcomes New Physicians



Carrie Valenta, M.D., has joined Creighton Medical Associates as an internist. She will see patients at the Dundee Clinic, 5002 Underwood Ave. She will also serve as an instructor of internal medicine at Creighton University School of Medicine.

Dr. Valenta completed her internal medicine residency at Creighton University Medical Center in 2010. She also earned her medical and undergraduate degrees from Creighton University. To schedule a patient appointment, call 402.280.1185.



Naureen Rafiq, M.D., has joined Creighton Medical Associates as a family medicine physician at the Twin Creek Clinic, 3802 Raynor Parkway in Bellevue.

Rafiq, whose clinical interests include women's health, takes a holistic approach to patient wellness. She is an instructor of family medicine at Creighton University School of Medicine.

Rafiq completed her family medicine residency as chief resident at Creighton University Medical Center in 2010. She received her medical degree from King Edward Medical College in Lenore, Pakistan, in 1996 and practiced medicine there for several years. She completed two externships during a family medicine residency at Pardee Hospital in Hendersonville, N.C., before coming to Creighton.

Ariel Modrykamien, M.D., has joined Creighton Medical Associates as specialist in Pulmonary and Critical Care Medicine. He will see patients at Creighton University Medicinal Center, the Veterans Administration Medical Center, and Bellevue Medical Center in Omaha.. As an assistant professor in the Creighton University School of Medicine, Dr. Modrykamien is board certified in internal medicine and pulmonary medicine.

His clinical interests include mechanical ventilation, sepsis, interstitial lung diseases, pulmonary hypertension, and advanced bronchoscopic procedures.

Dr. Modrykamien completed his pulmonary and critical care fellowship training at the Respiratory Institute at the Cleveland Clinic, where he was chief fellow in 2010. He completed an internship and residency in internal medicine at St. Luke's/Roosevelt Hospital Center at the Columbia University College of Physicians and Surgeons in New York City in 2007.

In 2004, Dr. Modrykamien finished a research fellowship in the hypertension and atherosclerosis department at Boston University Medical Center. Prior to this, he completed an internal medicine residency at the University of Buenos Aires, Argentina, in 2003. Dr. Modrykamien received a medical doctor degree from Favaloro University School of Medicine in Buenos Aires in 1998. Dr. Modrykamien is fluent in both English and Spanish.

Katherine McGuire, M.D., has joined Creighton Medical Associates as an anesthesiologist in the Department of Anesthesiology. She will see patients at Creighton University Medical Center. As an assistant professor in the Creighton University School of Medicine, Dr. McGuire is board certified in anesthesiology.

Dr. McGuire had been in private practice in Omaha since 2009. Previously, she practiced for more than two years in San Antonio, Texas, and was also an assistant professor at the University of Texas Health Science Center in San Antonio.

Dr. McGuire completed an anesthesiology residency in 2005 and an internship in 2002 at University of Texas Health Science Center. She earned medical and undergraduate degrees from Creighton University in 2001 and 1997, respectively.

To schedule a patient appointment, please call 402.449.4486 or visit www.findyourphysician.com

Tenet Care Fund



A new program, The Tenet Care Fund, is now available and is designed to assist Tenet employees who have experienced a financial hardship due to events beyond their control.

The idea for this new public charity came from a desire to formalize something that's already taking place inside our hospitals and offices; that is, employees supporting one another in times of crisis and need.

The Tenet Care Fund:

- It is structured in a way that allows us to provide relief to those who suffer from federally-qualified disasters and personal hardships such as house fires, medical emergencies or a sudden death in the family, so our colleagues can get the help they need in many more circumstances.
- Decisions regarding employee grants (typically ranging from \$500 to \$3,000 each) will be made by a committee of geographically-diverse, non-management Tenet employees rather than by an outside Fund administrator.
- Grants remain tax-free to the recipient.
- Contributions remain tax-deductible to the donor.

For more information visit the The Tenet Care Fund website at www.TenetCareFund.org. and consider supporting this great cause through an annual donation or payroll deduction.

Memorial Fund Established for Adam Smith



The Adam B. Smith Memorial Fund , account # 12784, has been established for his family at the Greater Omaha Credit Union, located in the Creighton

University Medical Center lobby. The credit union is open from 8 a.m.-4 p.m., Monday through Friday. Donations may also be mailed to the Greater Omaha Credit Union, Creighton University Medical Center, 601 N. 30 St., Omaha, NE 68131. If you have questions, please call Lisa Laurent at 402.449.4753.

Healthy at Tenet: Program Funding Based on Participation



Healthy at Tenet, the corporate wellness program at CUMC is funded based on the participation leave of (RT and PT benefited) employees. The more people that participate, reaching the 100 points goal, the greater the funding CUMC receives from Tenet. These

funds are used to purchase the service contract for the fitness center, buy new or replace equipment in the fitness center, award prizes for the various wellness challenges, and any other miscellaneous expense. In 2010, the wellness committee has rewarded employee participation during the bag and bottle challenge, the stairwell challenge and more!

The hospital is still in third place for total points in the Healthy at Tenet Wellness program. We average 58 points per employee. The top departments include the clinical lab, emergency room, ICU, labor and deliver and NICU. The top three employees who have earned the most points at CUMC are Kelly Orsi, Theresa Gregg and Kari Dahl.

As of August 18, 501 employees and spouses have met at least 50 points. There are 591 that have at least 5 points and 908 employees total who are participating in the program. This puts our rate of participation at 55 percent.

Upcoming deadlines and activities:

- September 19 Corporate Cup- Join the CU and CUMC team by September 3!
- October 1 Wellness Drawing- Must reach 100 points and complete health assessment
- October 1 CUMC Walking Club- Watch for more details about the kick-off!
- October 3 Race for the Cure- Join the CUMC team and reach your fitness goals.
- October 31 Tenet Deadline- Deadline for the 2011 Healthy at Tenet insurance incentive.

If you have questions or need help logging into Healthy at Tenet (day or night) email Mary Schwery at mary.schwery@tenethealth.com and she will find you someone to help you participate and take advantage of the insurance rewards.

The University of Michigan is pleased provide Tenet Healthcare employees with the 2010 Health Assessment.

Your privacy comes first! We want to assure you that all of the information you enter on this Health Assessment is completely confidential. HealthyatTenet provides us with unique identifiers of those who are eligible to complete the Health Assessment, and beyond this purpose, your information is considered anonymous. It is held in confidence by the University of Michigan Health Management Research Center and otherwise is used only in an aggregate, anonymous form for scientific research and benchmarking purposes.

By completing this Health Assessment you are authorizing the transfer of personal data to the University of Michigan Health Management Research Center. None of your personal identifiable health information will be shared with your employer. HealthyatTenet may receive your unique ID

number only for the purpose of administering and awarding any eligible incentive for completing the Health Assessment. Results from your Health Assessment may be used by Cigna/CareAllies wellness program administrators to offer you health management programs for which you may be eligible.

Creighton Medical School Admits Largest Class Ever



Creighton University School of Medicine welcomed its largest first-year class ever for the fall 2010 semester.

A total of 153 members of the Class of 2014 (out of an applicant pool of 5,879) were admitted, an increase of 27 students over recent years.

The increase was made possible due to a new partnership between Creighton's School of Medicine and St. Joseph's Hospital and Medical Center in Phoenix. The partnership, announced last year, will allow 42 third-year Creighton medical students to

move to Phoenix for their final two years of clinical training, beginning with the Class of 2014.

On August 13, School of Medicine faculty officially welcomed the new students during the school's 15th annual White Coat Ceremony at Joslyn Art Museum's Witherspoon Concert Hall. Each student received a white coat, symbolic of the medical profession.

Rowen Zetterman, M.D., Creighton medical dean, led the first-year class as it read a special student physician's oath. During the oath, the students promised to give their lives and talents to the service of humanity and to treat patients, teachers and fellow students with respect and dignity.

Creighton Funding for Research Climbs to \$46 Million

Research funding at Creighton University jumped nearly 8 percent during the past fiscal year, University officials announced today.

Creighton's extramural research grant support grew to \$46 million in fiscal year 2009-10, which ended June 30, compared to \$42.9 million during the previous year.

Most of the increase was the result of stimulus funds received through the American Recovery and Reinvestment Act of 2009, said Robert P. Heaney, M.D., Creighton vice president for research. He noted that grants from all federal government sources accounted for \$25.7 million of the 2009-10 awards.

"Creighton has long been recognized for the outstanding, values-based education it affords our students. Less well recognized is the University's groundbreaking research in such areas as hereditary cancer, osteoporosis, vitamin D, and high-energy physics", Heaney said. "This year's increase in funding, in what is acknowledged to be a fiscally tough climate, is clear evidence both of Creighton's research expertise and the university's commitment to knowledge generation in all the fields in which it teaches."

The Creighton Health Sciences Schools, including dentistry, medicine, nursing, pharmacy and health professions, received the most funding with \$35.8 million from all grant sources.

Funded projects included:

- Installation of solar panels and wind turbines to support a new educational initiative
- Study of the relationship between Vitamin D and cancer risk reduction
- Investigation of possible new drug therapies for treating HIV
- Identification of better therapeutic approaches to prevent stroke

NPA Honors Pharmacist Matt Guzallis



John M. (Matt) Guzallis, PharmD, RP, of Omaha, NE, was honored by the Nebraska Pharmacists Association as the 2010 Distinguished Young Pharmacist. Guzallis received the award during the NPA's Annual Convention in Lincoln on June 12. The award was created to encourage newer pharmacists to become involved in association activities and to recognize one such pharmacist from each state for individual excellence and outstanding contributions. This prestigious award was presented by Pharmacists Mutual Companies in, Algona, Iowa.

As a clinical pharmacist at CUMC, Guzallis helped develop the pharmacy run anticoagulation dosing and monitoring service and piloted both programs, and also serves on the hospital's SCIP Committee, as well as many others.

Guzallis graduated from the Creighton University School of Pharmacy & Health Professions in 2006, and has been a member of the NPA, ASHP, APhA and NCPA since beginning pharmacy school. He is active in Habitat for Humanity, served as a Team Captain for the American Cancer Society Relay for Life, and as a volunteer for the Susan G. Komen Race for the Cure and the Ronald McDonald House. He also volunteered, as a part of a first responder team, to serve as the only pharmacist in a hospital in the Dominican Republic after the earthquakes.

Corbin Named Creighton Cardiac Center Employee of the Quarter



Judi Corbin, RN, has been named The Cardiac Center's Employee of the Quarter for July to September 2010. Judi is a nurse in the Outpatient Clinic, and has been at The Cardiac Center for 18 years. Pictured with Judi are, from left, Dr. Dennis Esterbrooks and Connie Mimick.

Join the Creighton and Creighton University Medical Center Corporate Cup Team



today.

Join the Creighton/CUMC team to walk, jog or run at the 30th Annual American Lung Association Corporate Cup on Sunday, Sept. 19. [Click here](#) then click on the Corporate Cup icon to get more information and to get registered

The Creighton Employee Wellness Program sponsors the team fee and post race breakfast for all team members. You must register by Sept. 3 to receive a team t-shirt. Your tax deductible registration goes to help make a difference in the lives of over 200,000 Nebraskans affected by lung disease. Sign up and start training today!

Stop by race registration area in the Civic Auditorium (19th and Chicago) and visit Dr. Carrie Valenta from Creighton Medical Associates (CMA). CMA will be offering free blood pressure checks, health information, and giveaways from 7:30 to 11 a.m

Join the VA and CUMC Co-Ed Bowling League

The VA and CUMC Co-Ed Bowling league is about to begin, join today! The league will meet Wednesdays after work from 5:15 to 7:15 p.m. at Kelly's Hilltop Bowling Alley beginning Sept. 8.

This year a free promotional bowling party will be held on Sept. 1. Come out, have fun and decide if you want to join the league! Free bowling and shoes will be offered!

Three person teams are now being formed. CUMC employee spouses and friends are eligible to bowl. Teams can be all male, female or co-ed. The cost is \$10 per person per night, a savings of \$2 per evening from last year. Sign up as a team or by yourself and you will be assigned to a team. Subs are also needed.

For more Information, and to sign up, please call Anne Hendricks, league secretary at CUMC 449-5248 or email anne.hendricks@tenethealth.com.

Research Studies

Does your baby have gastroesophageal reflux disease (GERD)?

Your baby may be eligible for a clinical study that could lead to a new treatment in the future for babies with GERD. We are studying rabeprazole sodium, a drug that is currently approved for use in adults with GERD, to learn how safe and effective it is in babies with GERD.

This study is open to babies:

- 1 to 11 months of age
- With a diagnosis of suspected GERD, symptomatic GERD, endoscopically or histologically proven GERD with recurrent vomiting or regurgitation and at least one of the following: poor weight gain, irritability, refusal to eat if hungry

There will be no cost to you for participating in the study. To learn more about the study, please contact us at: 280-4583.

Does your skin injury seem to be infected?

We need you to help scratch the surface in our search for better treatments. We are looking for males and females who are 2 months of age or older to participate in a clinical research study of an investigational antibiotic ointment. Volunteers must have a skin infection caused by a small laceration, sutured wound, abrasion, or impetigo. The study lasts 19 days and requires 5 office visits. All office visits, medical evaluations, and study medications related to this study will be provided at no cost.

For more information about this study, please contact: Sandy at 280-4583.

Volunteers Are Needed

The Creighton University Dental School is seeking volunteers to help complete a clinical research study. Volunteers are needed if they have sensitive teeth. This study involves placing a prophylactic paste for reduction of Tooth Hypersensitivity after dental cleaning. Volunteers must be at least 19 years of age to participate and have not had a dental cleaning within the last 30 days prior to being in the study.

Please contact Gina McCallum at 280-4317 at Creighton Dental Center for Oral Research for a screening appointment to see if you qualify for this research study. Cleaning will be done by Dr. Mark Latta or another faculty member at Creighton Dental School.

Pediatric Asthma Research Study

Does your child have asthma? Are they between the ages of 6 and 12 and on an Inhaled Steroid? If so, they may qualify to participate in an investigational asthma medication research trial that lasts approximately 10 weeks. Compensation will be available for your time and travel if you qualify.

For more information please call the Creighton Division of Allergy and Immunology at 280-5972.

Research Participants with Asthma Needed!

Do you have asthma? Have you used prednisone pills in the last 12 months? Are you between the ages of 19 and 65?

The Creighton University Allergy Division is currently seeking non-smoking asthmatics for a 12-month study of an investigational asthma medication. All study medications and visits are provided at no cost to you. You may be eligible to receive compensation for your time and participation.

For more information, please call Janie at 402-280-5972.

Do you have Asthma?

Creighton University Medical Center Allergy and Immunology Division is looking for qualified participants for an asthma trial.

If you are at least 19 years of age, have a diagnosis of asthma, are a non smoker and use an inhaler as needed you may qualify for this research study. Qualified participants will have 10 scheduled visits over approximately a 20 week period of time. You will be compensated for time and travel.

For more information please call Jean at 280-5965.

